

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. HOWELL, Publisher, 16 Spruce St., New York. S BRIGGS

VOL. XLV. NEW YORK, SEPTEMBER 30, 1903. No. 1.

IN INDIANA THE STAR LEAGUE

IS ALL THAT IS NEEDED TO COVER THE STATE.

THE RURAL ROUTE CIRCULATION alone exceeds
20,000 copies daily to paid subscribers.

THE TOTAL CIRCULATION is guaranteed to average
90,000 copies sold daily.

THE INDIANAPOLIS STAR is delivered daily on 464
Rural Free Delivery Routes.

THE MUNCIE STAR is delivered daily on 200 Rural
Free Delivery Routes.

THE TERRE HAUTE STAR is delivered daily on 100
Rural Free Delivery Routes.

THE STAR LEAGUE opens all books for examination
at any time and invites inspection.

EACH PAPER OF THE STAR LEAGUE SELLS
1 CENT DAILY--1 CENT SUNDAY

Popular priced papers with all the news from the Associated Press,
Publishers' Press and private leased wires.

The Star League,

General Office:
INDIANAPOLIS, IND.

Chas. T. Logan,

Special Representative,
Tribune Bldg., New York and Chicago.

The Best School

FIFTH WEEK.

ANY ONE sending the amount of **THREE DOLLARS CASH** between now and December 31, 1903, may receive **PRINTERS' INK** for the term of one year, or extend his present subscription for the same length of time. This special offer is good only during the time specified and **No Longer**. It is made for the special purpose to enlist as new subscribers young men and women who are contemplating to study the art of advertising and the writing of advertisements. **PRINTERS' INK** is a weekly journal for advertisers, and the best of them all. A weekly issue constitutes a weekly lesson which can be studied and digested at **Home** without the slightest interference with present occupation. A year's reading of **PRINTERS' INK** gives any one with the ability of becoming an advertising man more practical, common-sense instruction than any so-called course by mail for which a much higher tuition fee is charged.

The reading and careful study of **PRINTERS' INK** has not only been a stepping-stone, but the very making of many young men who now occupy well-paid and responsible positions in the advertising and publishing business.

There is no other advertising journal that treats publicity in the same comprehensive and practical way. There is no other advertising journal which spends so much money, time and effort to obtain and gather from practical business life the facts and experiences, the successes and failures of those who are daily engaged in advertising. No young business man can read **PRINTERS' INK** and not become an abler business man for doing so. It's a journal of highest excellence and it should be read and studied in every modern business office in the United States. Sample copies ten cents.

ARE YOU OPEN TO CONVICTION?

For further information, if desired, address

Managing Editor Printers' Ink,

10 Spruce St., New York.

Special Offer

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1892.

VOL. XLV.

NEW YORK, SEPTEMBER 30, 1903.

NO. 1

DISTRIBUTION BY TELEGRAPH MESSENGERS.

Within a year the Western Union Telegraph Company has established a delivery service that, in character and cost, is quite different from that furnished by express companies or the Post Office. Its value to advertisers appears to be great, and while it is still in an evolutionary stage, enough progress has been made to show that it must eventually grow into an important branch of the company's business. The service is known as the distribution department. J. A. Rudd, the manager, recently explained its working to a **PRINTERS' INK** reporter at the general office, Western Union Building, 195 Broadway, New York.

"The Western Union Telegraph Company has a complete messenger service for delivering telegrams," he said. "It includes more than 30,000 cities, towns and villages in every part of the United States. Until this new department was established we had never handled anything but telegrams, outside of the general messenger service for people wishing to employ a boy for a few hours. When the Post Office Department began to exclude certain publications from the second-class privilege there was created a demand for an entirely new service. The express companies could not handle mail matter, and many publishers were at a loss for methods of distributing their periodicals. Our day messengers were busy only a few hours daily. They came to the offices at eight in the morning, uniformed and ready for work, but the rush did not begin until eleven o'clock, and at three it was over. This left five or six hours of time during which they were unoccupied. In these hours we began to deliver samples, periodicals, let-

ters, advertising literature, catalogues and any other matter that we could profitably handle. Our service is not based on weight, like that of the Post Office, but on individual deliveries, and we are able to distribute small packages at rates far below those of the express companies. Take, for example, a publication weighing one pound, which is the minimum weight of most monthly magazines and trade journals. The government carries such a publication for one cent at second-class rates, or eight cents third-class. We deliver it for one cent, and get a signed receipt in each case. The latter is turned in to the publisher. For a publication weighing five pounds we charge four cents, saving a penny on second-class rates, and thirty-five cents on third-class, under which catalogues are mailed. We cannot handle small publications weighing ten or twenty to the pound at a rate that effects a saving to the sender. Nor can we deliver to rural addresses. Our system comprises 30,000 offices, however, and includes villages of as little as 250 population, so the territory covered is great. When the system was begun we aimed to keep messengers busy during the dull hours, but it is growing at such a rate that we are now putting on boys who work wholly at delivering. The nature of the service is best shown by some of the business we have handled recently. A manufacturing chemist in New York City wished to deliver two-pound sample bottles of a proprietary remedy to physicians. To send them by express cost from twenty-five to forty cents each. He made a contract with us to deliver these samples in fifty leading cities. To each city he shipped 100 bottles by freight at a low rate. Our managers at these centres stored

the samples on their shelves. As fast as the manufacturer received requests from physicians for samples, through advertising or other means, he forwarded names and addresses to our managers. The samples were taken down one by one, addressed and delivered, and receipt sent to manufacturer. This service cost the latter five cents per sample, plus freight charges. A publisher introducing a new periodical was refused the second-class privilege. His periodical weighed a pound. We delivered 50,000 copies monthly at a rate of one and a half cents each, and with each copy went a personal letter, sealed, at no additional cost. In three months we built up for him a paid subscription list of 8,000 copies. We delivered a sample bottle of writing ink to every business office in twenty leading cities at a cost of three cents each. Another contract was for hanging so many thousand patent medicine signs in drug stores at three cents apiece. Our boys fastened these to the chandeliers, leaving no chance for the druggist to forget them, as when they are sent direct. When we take such a contract the signs go up. Another customer had a remedy which he was sending by mail, selling it at twenty-five cents. Postage came to twelve cents, eating up his profit. Consignments of this remedy were shipped to our distributing centres, and when the manufacturer received an order a bottle was delivered and twenty-five cents collected from the addressee. This service cost five cents, including return of money and receipt. We handle catalogues, samples of cereal foods, and do a distributing business on advertising literature, putting matter in any specified district of a certain city, as office buildings, high-class residence districts or the homes of the workers. The service we can render depends largely on a customer's needs. We are usually able to render profitable service to any business house, however. When we undertake a campaign instructions are telegraphed from this office to all sub-offices. Thoroughness and low cost are two advantages, and a

third is the effect of having samples or advertising delivered by uniformed messengers. There are thousands of people right here in New York who have never received a telegram, and delivery by telegraph messenger is an event. Even when deliveries are made to business houses the effect is great, for a business man is flattered by advertising delivered through special messenger. He does not know that the service costs less than postage. The Western Union has franchises as a common carrier in all States, and as such has legal access to office buildings. The ordinary distributor may be excluded. We have made no attempt to furnish addresses to our customers, but our books contain thousands of cable addresses, and we also have lists of wholesale and retail houses throughout the country. These lists, under certain conditions, are accessible to responsible customers."

THE PITTSBURG PRESS.

PITTSBURG, Pa., Sept. 16, 1903.

Editor of PRINTERS' INK:

In a recent issue of your publication we notice a criticism of your selection of thirty-six leading papers, in which the person writing prefers the *Dispatch* to the *Press* in Pittsburgh.

The criticism is hardly worth much in the light of the author's admission that he spent but a short time in Pittsburgh. In addition to his lack of knowledge of Pittsburgh, its newspapers and territory, he emphasizes his inability to properly judge when he admits that the *Press* has a larger circulation than the *Dispatch*, but still he believes the *Dispatch* to have more influence.

The daily *Press* has twice the circulation of the daily *Dispatch*, and the Sunday *Press* has a larger circulation than the Sunday *Dispatch*—how much larger we are unable to say.

Is it necessary to refer to the absurdity of the statement that one paper has more influence than another, when the "influential" paper has less than half the circulation of the other one?

If there is any other evidence necessary than this statement of fact, we might refer to the advertising patronage of the two papers, which will show that the daily and Sunday *Press* has nearly double the amount of the daily and Sunday *Dispatch*.

Facts and figures tell. If the daily *Press* has not double the circulation of the daily *Dispatch*, and if the circulation of the Sunday *Press* is not larger than that of the Sunday *Dispatch*, the *Press* will renew its offer to give \$1,000 to any charity the *Dispatch* may designate, after an examination of the circulations of both papers.

Yours truly,

M. C. MILHOLLAND, Bus. Mgr.

Little Lessons in Publicity—Lesson 2.

ONE-PAPER CITIES

In advertising parlance, this means cities that can be thoroughly covered by one daily paper. There are not many cities in this class. The selected half-dozen papers mentioned below cover their respective cities so thoroughly that any other advertising is largely duplication.

THE INDIANAPOLIS NEWS

is the one paper in Indianapolis. It has a home-paid circulation greater than that of all other Indianapolis dailies combined; carries more than twice as many paid classified advertisements as all other Indianapolis papers combined. It covers Indianapolis and Indiana.

THE BALTIMORE NEWS

is the one paper in Baltimore. It covers a field that three morning papers divide. The advertiser can reach practically all the people of Baltimore with one appropriation. It has the largest circulation of any daily south of Philadelphia. It pays advertisers and carries more local advertising than any other Baltimore daily.

THE NEWARK NEWS

is the one paper in Newark. Its sworn circulation exceeds 54,000 daily, which is nine times greater than that of its only competitor, and it covers Newark like a blanket. "Watch THE NEWARK SUNDAY NEWS grow."

THE MONTREAL STAR

is the one paper in Montreal. It has a circulation greater than that of all other English dailies in the city combined. It reaches over ninety per cent of the English-speaking homes, and is known as one of the "certainties in advertising."

THE MINNEAPOLIS JOURNAL

is the one paper in Minneapolis. It is a high-grade family circle daily, reaching practically every home in Minneapolis worth reaching. THE JOURNAL is the one indispensable factor in Minneapolis advertising.

THE WASHINGTON STAR

is the one paper in Washington. THE STAR is delivered into more than ninety per cent of the white homes in Washington, and into 15,000 homes every day where no other Washington daily paper is read. It completely covers the field—any other advertising is merely duplication.

Don't experiment in one-paper cities. Take the ONE paper and you will win.

M. LEE STARKE,

**Tribune Building,
NEW YORK**

Mgr. General Advertising.

**Tribune Building,
CHICAGO.**

A CENTER FOR ADVERTISING NOVELTIES.

EVERY EIGHTH PERSON IN COSHOCTON, OHIO, EMPLOYED IN THIS INDUSTRY.

"Ideas" is the label on a compartment of a big roll top desk in the office of the Meek & Beach Company, Coshocton, Ohio. And it is the cashing of ideas that has made that concern what it is, the biggest advertising novelty manufactory in the world, and Coshocton noted throughout Christendom as the town that stands as a growing monument to the great gospel of advertising.

And the inception of this—the first "idea"—had its origin in a printing office. It was in 1886, when J. F. Meek, editor of the *Coshocton Age*, evolved in his mind how he might keep his job press busy more than three days out of the week. It was a problem that has stared many a small country editor in the face. But Meek did not fold his hands and yearn for farmers and salesbills. He stared right back at the question, and concluded that he would print something else on the idle job press than bills and blotters. And like a practical man, he picked out something useful, and printed firm names on school bags.

The school bags were the foundation of the town's prosperity. Coshocton is one of the old towns of the southeastern portion of the State, and up to the time of Mr. Meek and his school bag idea had settled down into the rut that it was an old town, and was proud of it. Its citizens had accumulated wealth, and settled down in a quiet way to enjoy it. Nothing appeared to be further removed from commercial activity than the village. That was seventeen years ago; to-day the city teems with busy factories, and the signs that are made here supply three-fourths of the trade of the whole world. So much has advertising done for Coshocton.

Of the population of 8,000 people, more than 1,000 are employed in making advertising novelties. Four big factories and small ones almost without number thrive. It

is said that nearly ninety per cent of the population get their living, directly or indirectly, from the fruits of the advertising business.

The largest of these factories, and the largest in the world, is the Meek & Beach Company, the outgrowth of the first school bag. But for that matter, all the factories may be said to be direct lineal descendants of that modest beginning, since all, or nearly all, are branches of the parent organization. As ideas developed, independent plants sprung up.

The Meek & Beach Company is the result of a merger in 1901 of the Tuscarora and Standard companies. Its capitalization is \$750,000, and its 600 employees work over six acres of floor space.

The H. D. Beach Company, dealing almost exclusively in metal signs and leather goods, is a recent but growing concern, being an outgrowth of the old Standard Company. Their buildings are new and modern, and employment is given to one hundred hands.

The Novelty Advertising Company, making novelties almost exclusively, occupies a large brick building, and employs 100 hands.

The Premium Manufacturing Company, with which has been recently amalgamated the Wooden Novelty Company and the Coshocton Novelty Company, is erecting a handsome new building, and gives employment to more than 100 operatives. A score of others there are, employing from five to twenty-five hands, engaged in making premium goods or some form of an advertising novelty.

More than 100 commercial drummers travel out of Coshocton, there being 43 employed by the Meek & Beach Company alone.

President J. F. Meek, of the big parent organization, is a close observer of human nature, and he crystallizes his advertising text as follows:

"The American people want something for nothing, but they insist on its being either useful or beautiful."

"The first thing I put on the market," continued Mr. Meek, "was what we call an 'advertising novelty,' but it was useful. Every

(Continued on page 8.)

NOW'S YOUR CHANCE

To buy space on a rising market.

ADVANCE IN RATE

November 10th
the
advertising
rate in
**THE
AMERICAN
BOY**
will advance
to
75 Cents
a line.



If you buy
before
November 10th
you may
contract for
space up to and
including
September, 1904,
at
50 Cents
a line.

THE AMERICAN BOY

The guaranteed circulation of **THE AMERICAN BOY** for November is at least 125,000 copies—a subscription circulation in which every copy works for the advertiser.

NOW LISTEN.

During the next three months full page advertisements of **THE AMERICAN BOY** will appear in issues of each of the following publications: *Woman's Home Companion, Saturday Evening Post, Success, Christian Herald, Farm Journal, Delineator, Young People's Weekly*, besides large advertisements in other first-class publications, and millions of homes will be told the story of **THE AMERICAN BOY**. This is costing money, but it will come back many times over in an immensely increased circulation.

REMEMBER—That the cheapest rates are those obtained by making advance contracts with growing, hustling, well-advertised publications, and this is our **PREDICTION**

That space contracted for now at 50 cents will by the time contract expires be worth at least \$1 per line.

FORMS FOR NOVEMBER CLOSE OCTOBER 10TH.

Write us for particulars regarding terms of contract.

The Sprague Publishing Company,
DETROIT, MICH.

child wants a school bag, and we got them up so cheap that a shoe or clothing merchant could afford to give one away with a pair of shoes or a suit of clothes. They were made neatly, and the firm name was emblazoned on the side in big letters.

"The next thing we put on the market was a pencil tablet combining both the qualities of being useful and beautiful. On each sheet appeared the firm's name, and the cover was a very handsomely illuminated one, really a work of art. It was an instantaneous hit, and has been one for seventeen years. To-day we sell more of them than ever before. We have sold enough of them to fill all the scrap baskets in the world several times over.

"Our advertising business has grown because it couldn't help it. Our growth has been steady, and we moved first from the newspaper office to a small room, then to a larger, then to a building, and so on. To-day we have our agents in London, in South Africa, in New Zealand, and all over the world. We have made it one of our cardinal rules that a traveling man shall never go over old territory without something brand new and striking. There is nothing that will kill off business so quickly as showing the trade the same old things time and time again, especially if they be the same old samples. We all yearn for something new. And by the way, therein is about the only way that our products may be called 'novelties'; for it is the useful things, the old standbys that we are accustomed to, that make the big hits as a free gift. The school bag was not an invention; neither was the pencil tablet; nor are the tin cups, or working caps, or memorandum books, or trays that we put out. The novelty comes in merchants being able to give them away.

"Ahead of all the world stands America in lithographing on metal. In our London office we sell metal signs all around the German firms, and get better prices for them, on account of the superiority of our work. The Ger-

mans are ahead of us in lithographing on paper, but none can touch America on metal work. In fact, metal work is now the big end of our business; and again the useful and the beautiful are in evidence.

"A tray is generally suggestive of malted liquors, but we have pushed it in another direction as well, and our trade on tea trays is phenomenal. Lithographed in from ten to eighteen colors, we produce excellent likenesses of, for instance, President McKinley, John Mitchell, Pope Leo, or idealistic art designs. These are given away, generally as premiums, and prove wonderful sellers. Some use them as servers, while others hang them on the walls."

Card cases, pocket books, pocket memorandum booklets, in fact everything made of leather and paper, are manufactured in Coshocton factories. Yard sticks, pencils, calendars, muslin banners, pocket knives, firm cards, horse blankets, flour bins, fans, base ball bats, and so on without end, might be enumerated the product of the advertising factories. It is an old saying, that "in Coshocton's factories they run anything through a cylinder press, from a toothpick to a two-inch plank." And the facts will come close to bearing out the assertion.

R. C. SNYDER,

Mgr. Editor Coshocton Age.



"OUR PATRONS PUSH OUR GOODS."

Cleveland is the Metropolis of Ohio.

The PLAIN DEALER

Is its Leading
Newspaper.

INVESTIGATE THIS:

The circulation of the **Daily Plain Dealer** is double that of any other Cleveland morning paper.

The circulation of the **Sunday Plain Dealer** is double that of any other Cleveland Sunday paper and fifty per cent. greater than that of all other Cleveland Sunday papers combined.

Circulation Books are always open for investigation.

Every Month Shows an Increase in the PLAIN DEALER'S Circulation.

Circulation ^{for} the Eight Months of 1903:

	DAILY	SUNDAY
January,	59,522	54,338
February,	59,944	55,666
March,	61,477	57,443
April,	64,054	58,550
May,	65,502	59,299
June,	67,358	59,973
July,	68,736	61,773
August,	70,855	62,212

C. J. BILLSON, Manager,

FOREIGN ADVERTISING DEPARTMENT,

Tribune Building, Chicago.

Tribune Building, New York.

THE NEW YORK CLIPPER.

Unique in many respects, and in a class by itself because of the unusual field it chose and occupied in the past, and the hold it exerts upon its patrons and subscribers to-day, the New York *Clipper* was one of the first to have its name inscribed on PRINTERS' INK Roll of Honor. Hoping that thereby might hang a tale, a representative from the Little Schoolmaster sought the *Clipper* at its publication offices, 47 West Twenty-eighth St., New York City.

He was promptly ushered into the office of Mr. Albert J. Borie, editorial and business manager, and immediately plumped the question:

"Would you mind telling how 'known circulation' first appealed to you, sir?"

"H'm," smiled Mr. Borie, "how we came to commit ourselves to the policy, and then to have our names inscribed on your Roll of Honor, is an involved narrative. But it is so representative of the attitude which many honest publishers have reached that it may be worth repeating. For thirty-four years I had been ripening for the adoption of this policy, and when this avenue opened I hailed it as a deliverance. As long ago as that, when I was connected with a Philadelphia publication, I saw the flagrant subversion of truth promoted by the attempts of publishers to induce the public and advertisers to believe that their papers were issuing more copies than was actually the case.

"The remarkable fact in the majority of such cases was that most of these men were, in their general relations, honorable men. Blinded by self-interest, I found that they had one code of morality for every other transaction, and this lax concession for the special case in question, compounding for this 'sin' they were inclined to by damning those they had no mind to."

"I became thoroughly disgusted with this condition of affairs. I would not yield to the debasing temptation of becoming a circula-

tion liar. So all that remained, from an honorable point of view, was to assume that the advertiser and the public had no rights in the matter, and to peremptorily deny giving the *Clipper's* circulation.

"It was in this frame of mind that I first learned of the Roll of Honor. Backed as it was by PRINTERS' INK and by Mr. George P. Rowell, it appealed to me irresistibly. But I determined not to be swayed by sentiment alone. So I examined closely into the merits of the matter.

"As a result, I promptly and unequivocally subscribed. I have had no reason to regret my decision. On the contrary, I congratulate myself on having taken that course."

Mr. Borie touched upon a multiplicity of subjects, most of which, though relevant, must perforce be omitted. Those trenching upon can best be reported, as far as possible, in his own words:

"The *Clipper* is, as you probably are aware, in its fifty-first year. We commemorated the fiftieth anniversary on the 28th of February, with an unusually fine number, profusely and elegantly illustrated. But up to a few years ago, it represented a vastly wider field than it does to-day—in fact, the whole domain of sports, indoor and out. It was too much, in these days of the development of the daily paper. After the death of Frank Queen, the original proprietor, about twenty years ago, the control of the paper was vested, and has ever since been continued, in a Board of Directors, consisting of Mr. Queen's heirs. So in a meeting of this Board I stated the position, in which all agreed. But they saw no remedy. Thereupon, making that position clearer, I told them it would be no use to continue to report sporting events as *news*, for every daily in the land was beating us on our own chosen ground. But, I added, why not take up the vaudeville and general show field, and make the *Clipper* its organ? This policy was immediately adopted, and projected us into a new era of prosperity, one greater and larger than

any theretofore, and promising absolute permanence.

"An interesting fact in this connection is that from our start the *Clipper* was renowned for its careful estimates on games, races, etc. These were so accurate that it justly gained the reputation for being the sporting authority. One would infer, of course, that upon adoption of our newer policy the *Clipper* would have lost this supremacy. Far from such being the case, we are to-day no less of an authority on baseball, yacht racing, etc., etc., than we were twenty-five years ago. Yet to-day we publish not a line concerning such matters. The truth is that we keep an authentic record of these sporting events, continue them as they arise, and have them duly classified from the day of our foundation. From old subscribers we receive countless inquiries on such subjects. But more important still, some of the leading dailies lean on our records in these matters, and secure the information they impart to their readers from us—a wholly gratuitous service on our part.

"I have just come from a trip to the West, required by our growing interests, largely due, I believe, to our adoption of 'known circulation.' We have correspondents even in the smallest communities. But in the large cities, and even abroad, as in London, we are establishing branch offices with salaried officers, maintaining an equipment for the benefit of performers, in which they shall feel themselves as much at home as they do in this, our principal headquarters. Our idea is to make performers, showmen and so on feel that they are not only our guests, but that they can freely use our facilities for their business convenience, the receiving and writing of letters, meeting of friends, and so on. In this way we receive from two to three thousand letters at this office, and as we follow the movements of performers, either forward them or retain them to be called for. Of course this is an expense to us, for we even have a clerk who attends exclusively to this matter. But it is a legitimate

expense, making the bonds between our patrons and the *Clipper* the closer. We shall strive to make our branches the exact copies of these.

"The past year has been a very prosperous one. Perhaps in great part this is due to our enrollment on the Roll of Honor. You see, we are more dependent on the reputation we gain than most publications are, for we cannot use solicitors, at least for subscription purposes, as most of our patrons are almost continually on the move from town to town.

"Our average of circulation, 26,000 plus, is very misleading, for I am convinced that there are few publications which average as many readers to the copy as the *Clipper* does. I know of the claims made by many special publications, mail order monthlies, for instance. Though I do not wish to discredit these, I think many of them can be taken with a grain of salt. But I have satisfactory proof that the *Clipper* averages five readers to the copy. Especially large is the number of readers of each of the copies that are taken by the road companies and the traveling circuses. I have sometimes received copies of the latter which have been attested to have been read by as many as 200 people! Talk of battle-scarred flags. Why, they are respectable pieces of perfect cloth when compared with these rags. There is one good reason for this. Since the members of such companies are nomads, they do not subscribe; and as they are dependent largely on the newsdealers of small communities, a very few copies exhaust the supply these newsdealers carry. Hence each of these copies finds a great number of readers.

"Advertisers in the *Clipper* are singularly fortunate in one respect. It is a fact that to most of the readers the ads are the most interesting matter of the publication. One cause of this arises from the relations between managers and performers. In every theatrical contract there is a clause allowing cancellation by either party on two weeks' notice. Consequently both sides are constantly on the qui

vive to secure better talent or engagements. Altogether the ads are of such an educational character that those in the profession who are ambitious to get on cannot afford to disregard them,—giving intimations of new specialties of all kinds, the titles and information of new songs, etc.

"We exercise a very sharp espionage over the ads in our columns. Just because it might be expected that we would be lax, we are extra careful. We turn down a great deal of business every week. Some of these objectionable advertisers are very persistent, thinking, or pretending to, that it is the expression of their matter that we object to. If we find that an article has a claim to honesty, we allow it the freedom of our columns, but we are nevertheless always careful that the form shall not offend the most fastidious.

"Advertisers reap a rich benefit from the use of our columns, and many of them voluntarily attest this, a fact we use somewhat in circularizing. It is a notorious fact that theatrical people are the most liberal spenders in the world. True, that often they do not have much to spend, but when they have, they part with their money as lightly as though they were millionaires who have an endless supply.

"Perhaps it is due to this that so many general advertisers have been attracted to the *Clipper* during the past year, many of them coming without solicitation. Notable among these are those who have articles of dress or jewelry to sell. Just such wares seem to be special temptations to actors, showmen and performers.

"We do very little circularizing, and then only of the kind before mentioned. Our chief self-advertising is the space we occupy in between eight and nine hundred other publications of various kinds. Besides these we think our holiday and special numbers, all gotten up ornately, are also fetching ads.

"We like to think that good fortune has followed the *Clipper* from the days of its start because of the beauty of the character

and goodness of Frank Queen. Nobody knows and no one now can find out the good that man was constantly doing. He was always the champion of the poor and the weak—the under-dog. Like all strong characters, he had many peculiarities and eccentricities. One of these is especially relevant, and we have perpetuated it as far as this was possible. He paid his bills spot cash—never kept such a thing as an account with any one. He always had a drawer full of cash at his elbows, and he never had a set of books kept. The nearest to this that he came was to make occasional memoranda.

"In deference to more modern conditions, we have, of course, had to open and keep a regular set of books. But we make it a regular practice never to have an account against us to run over Sunday. In fact, we pay cash—spot cash—for almost everything. Our inks and supplies and everything else are paid for the moment the goods are delivered and the bills presented. Thus we use \$20,000 worth of paper from one concern. Yet every Friday, as sure as the day comes, we forward our check to the concern we buy it from for our week's supply.

"This system has at least one advantage. We are through it enabled to determine what every single issue costs us, and the profit it yields.

"One interesting fact recurs to my memory. Tony Pastor, the veteran entertainer, boasts that thirty-eight years ago he placed his first ad in the *Clipper*, and that from that day to this he has never missed advertising in a single issue.

"I would like to add just this: Many people who do not know the *Clipper* have a prejudice growing from the false idea that because it caters to the theatrical world, it is not a clean paper—that it would be wrong to bring it into the family circle. We pride ourselves on being as clean and pure a publication as ever came from the press. We leave scandals and nastiness of the theatrical world to the dailies."

THE YOUNG MAN'S COMPANION.

McMILLIN & MILLER,
The Shoe Men,
107 East Main Street,
GALION, Ohio, Sept. 16, 1903.

Editor of PRINTERS' INK:

To me the Little Schoolmaster occupies a position which no other publication can fill.

Six years ago, at the age of nineteen, I began reading it. Business and advertising were Greek to me.

My work was the trade in connection with my present business.

The Little Schoolmaster could be found in my coat pocket (it just fits there), at meal hours, while traveling—in fact, any and all times when there were chances for spare moments, and in these spare moments I accumulated a knowledge of business and advertising which has been of inestimable value to me already.

The Little Schoolmaster will teach you the rudiments of the art of advertising and business—teach you what to do, what to avoid—in fact, I cannot think of a detail in connection with business and advertising on which it has not given me instruction.

Please note that I say "in my spare moments," for not an hour was taken from my work to obtain a thorough grounding in advertising, and I obtained it, you might say, unconsciously—it just grew on me, for only after I had worked my way to a place where I had use for such knowledge did I realize what I had and its priceless value.

To fellow young men in business or who contemplate a business career, I say: Make the Little Schoolmaster your companion—you will be in the best of company, and environments mold the man. I look forward to greater realizations in my work, and as a pocket companion and never failing guide and teacher you will find my Little Schoolmaster. Yours very truly,

FRED C. MILLER, Mgr.

MR. DALY GETTING IT IN THE NECK.

NEBRASKA CITY, Sept. 19, 1903.

Editor of PRINTERS' INK:

In your issue of the 16th you publish a card, "A Frank Expression," signed W. H. Daly, editor *Daily Press*. Please allow me to correct same. The gentleman, who is an employee of the *Press*, took it upon himself to write you, and had no right to use the name of the *Press* in any manner. The editor of the *Press* objects to having sentiments published that are not his own. The Little Schoolmaster should give him, as his teacher, a lesson or two. The Roll of Honor is all right, and it is up to the publisher to do as he sees fit. In small cities the circulation of any paper would not make a blanket for one of the presses in New York or Chicago. It is quality of matter and to whom you serve, as, whether subscribers or not, all read your paper.

Trusting I have not taken up too much of your time, Yours truly,

E. A. BROWN,
Editor and Proprietor the *Press*.

SEPTEMBER
BOUQUETS

The following concerns are well known throughout this country; they know good advertising work when they see it and are only satisfied with the best obtainable. Their letters were received during the past week by THE GEORGE ETHRIDGE CO. and tell their own story.

N. K. Fairbank Co., Chicago:

"You are right 'up to the minute' when it comes to sketches, and have the knack of grasping ideas as well as originating them, and turning out matter which is not only good to look upon but practical from the standpoint of wise publicity."

D. L. & W. R. R.:

"The exceptional work which your company has turned out this season for the L. L. W. R. R. Railroad was entirely satisfactory, and the manner in which your artists endeavored to carry out our ideas was a pleasant illustration of the care with which all your orders are executed."

Smith Premier Typewriter Co.:

"The work you have done for us has been eminently satisfactory."

Kranich & Bach, N. Y.:

"We cannot do otherwise than commend you for the steady interest that you have displayed in the work you have so far done for us, and that we have been very much pleased with the ready grasp and elaboration of ideas and points which have suggested themselves to us but vaguely, and yet which you have moulded into very effective advertising."

Similar expressions in letters from:

W. L. Douglas Shoe Co., Brockton; Standard Sewing Machine Co., Cincinnati and Cleveland; Gas Engine & Power Co. and Chas. L. Seabury & Co., Concord; Standard Table Oil Cloth Co., New York; Fister & Vogel Leather Co., Milwaukee; John Pullman & Co., New York; Groetsinger Carpet Co., Pittsburg; Noyes-Norman Shoe Co., St. Joseph, Mo.; A. S. Boyle & Co., Cincinnati; J. R. Wood & Son, New York; H. Childs & Co., Pittsburg; Tawman & Erbe Mfg. Co., Rochester; New York Leather Belting Co., New York; Chas. Munson Belting Co., Pittsburg; American Printing Ink Co., Chicago; Boynton Furnace Co., New York; Tarentum Glass Co., Tarentum, Pa.; A. A. Waterman & Co., New York; The J. W. Evenden Co., Buffalo; National Cash Register Co., Dayton.

THE ETHRIDGE COMPANY designs advertisements that attract attention, and writes copy to accompany them that convinces and produces results.

Prepares and prints descriptive booklets, catalogues, mail cards and folders, etc.—printed things that are influences, not mere commodities.

An entirely new mail series, the most forceful ever evolved—and the *cheapest*, called the "Ethridge Legal Form" series. Write for particulars or about anything else relating to publicity work.

**THE GEORGE ETHRIDGE
COMPANY,**
33 Union Square, New York City.

THE STAR GALAXY.

JAMES GOPSILL'S SONS,
Publishers Gopsill's City and Business
Directories,

Wm. Gopsill, Manager.
N. W. Cor. 9th and Walnut Sts.,
PHILADELPHIA, Sept. 17, 1903.

Editor of PRINTERS' INK:

We noticed in issue of PRINTERS' INK of September 16 that the absolute correctness of the latest circulation rating accorded the Philadelphia *Evening Bulletin* is guaranteed by the publisher of the American Newspaper Directory. We wish to know if such a guaranty is accorded to any other Philadelphia newspaper, and if so, the names of those.

Yours truly,
JAMES GOPSILL'S SONS.

In Philadelphia the *Bulletin* is the only newspaper which possesses the guarantee star, which signifies that the publishers of the American Newspaper Directory will pay one hundred dollars forfeit to the first person who successfully controverts the accuracy of the *Bulletin's* latest circulation statement as given in the 1903 issue of the American Newspaper Directory. The *Bulletin* has incorporated the guarantee star in its Roll of Honor space, as shown here:



Philadelphia, The Evening Bulletin, d. ex. S. Average for 1902, sworn, 180,489 (864) copies daily, net paid. Average for first six months of 1903, sworn statement, 241,198 copies per day, net paid. The *Bulletin's* circulation figures are net, all damaged, unsold, returned and free copies being deducted. No other Philadelphia newspaper states or prints its net figures. The *Bulletin* goes daily into more Philadelphia homes than any other medium. It has by many thousands the largest city circulation in Philadelphia.

IN PHILADELPHIA NEARLY EVERYBODY
READS THE BULLETIN.

The following eight publications bear the same distinction:

Cal., Los Angeles.....	Saturday Post
Col., Denver	Post
Ill., Peoria	Tribune
Minn., Minneapolis	Star
Mo., Kansas City.....	Star
N. Y., New York City.....	PRINTERS' INK
Pa., Pittsburg	Post
Ont., Toronto	Mail and Empire

It may be of interest to repeat here that from 1888 to 1896, inclusive, a period of nine years, the accuracy of circulation ratings in the American Newspaper Directory was guaranteed by its publishers and a reward of \$100 was paid to the first person who proved that a circulation rating, in actual figures based upon a statement received from its publisher, was not true as given. This system of

guarantee was discontinued in 1897, after between three and four thousand dollars had been paid out in forfeits, because nine years of experiment had made it plain that newspaper publishers were not only not disposed to countenance the Directory in its efforts, but were positively opposed to them. Even those newspaper men who sent in figures that were guaranteed appeared as a general thing to feel as though freed from a nightmare after the guaranty was withdrawn. On the other hand, however, there has since appeared a class of publishers who have expressed a desire for the resumption of the guaranty system, and their willingness to assume a share of the burden it entails. After due consideration of the application of these, the editor of the Directory has renewed the guaranty, and attached a distinguishing mark and a guaranty clause in the case of every circulation rating based upon a satisfactory statement, provided the publisher of the paper has been willing to deposit one hundred dollars in actual cash, to be held indefinitely by the Directory publisher; the guaranty to be continued year after year, so long as it is desired, or until the correctness of the rating has been successfully assailed.



"GAINING A CIRCULATION."

Three tests of an
Advertising Medium :

The character of its readers
The extent of its circulation
The cleanliness of its columns

Judged by these standards

THE MAIL AND EXPRESS
NEW YORK

Stands at the top

"One cent buys the best!"

THE LEADERS IN EASTERN
CONNECTICUT.

NEW LONDON, Conn., Sept. 18, 1903.
Editor of PRINTERS' INK:

I notice that in recent issues of your interesting paper considerable comment has been caused by your publication of a statement which in effect said that "1,700 copies of an unsensational daily in a town of 25,000 population is a circulation to be proud of." A number of other papers who class themselves as "unsensational dailies," and are published in "a town of 25,000 population," have sent you their circulation statements showing that they have a higher rate of circulation than the number mentioned (1,700). No doubt there are quite a number of daily newspapers printed in towns of 25,000 or less in the United States which issue a great many more than 1,700 copies per day, but I would like to learn of a place of less than 20,000 inhabitants which contains a newspaper sold for two cents a copy selling 5,750 papers each day. New London, by the last census, had 17,548 population, and now probably has 20,000. The average circulation of the *Day* is 5,750.

Respectfully,

THEODORE BODENWEIN,
Publisher *Evening Day* and *Morning Telegraph*.

IN knitting a pair of socks it takes all the stitches to count for anything—it's the same way with advertising—it's all the ads together that count.—*White's Sayings*.

The fact that

The
Chicago Record-Herald
Gained
707
Columns

the first seven months of this year as compared with the corresponding period in 1902, while its nearest competitor lost 619 columns, covering the same period, means this: That many new advertisers are giving the preference to THE CHICAGO RECORD-HERALD over other Chicago newspapers, and that the old advertisers have found it profitable to increase their space in its columns.

PUBLISHER

If given the opportunity to do so, and The Journal Company fails to prove that the PAID CITY CIRCULATION ALONE of THE MILWAUKEE JOURNAL is larger than is the TOTAL PAID CIRCULATION of either of the two other evening papers, and that the TOTAL PAID CIRCULATION of THE JOURNAL is larger than is THEIR ADDED TOTAL PAID CIRCULATIONS, The Journal Company will make ABSOLUTELY NO CHARGE for any advertising obtained by such representation—So when an

ADVERTISER

buys space in THE MILWAUKEE JOURNAL he buys not only more paid circulation than he can possibly buy in any other single daily newspaper published in the State of Wisconsin, but he buys more circulation at less cost than he would obtain did he employ both of the other evening dailies.

STEPHEN B. SMITH,
Tribune Building, New York.
C. D. BERTOLET,
Boyce Building, Chicago.

CITY BANK ADVERTISING.

By Royal M. Stickle, Associate Editor Chicago Banker.

The old-time bankers who have so persistently stuck to the idea that it would be undignified for them to advertise their institutions are fast making room for the young and progressive officers who believe that a bank should be conducted on a business basis, and therefore must become an advertiser, for it is the business that receives the greatest publicity that acquires the greatest success. This has been strikingly illustrated in Chicago during the past few months by the Hamilton National Bank, which in the short period of six months has built up a deposit line of over a million and a half dollars, the greater portion of which is in country bank accounts, the best deposits to be secured by a financial institution, as they do not vary a great deal and the depositary bank can always be assured of a good paying balance. Of this country business—that is, deposits of small banks in the smaller towns and cities—probably fifty per cent was secured by using the advertising columns of the banking journals which circulate principally in the Middle West.

And it is the publications which are read by the bankers in the Middle Western and the Western States that are the best paying propositions at this time for the advertising banks in the reserve cities, for it is in these sections of the country that the majority of the new national banks are being organized. This is proven by the report of the Comptroller of the Currency which has just been issued, showing that of the 1,677 institutions organized under the national banking laws during the period from March 14, 1900, to August 31, 1903, 880, or 52 per cent, began business in these States.

As all these new banks must have reserve agents, the law requiring them to carry a certain percentage of their gross deposits in a national bank located in a reserve city, it is plainly seen that the large advertiser in the weekly

banking journals stands a fair chance of capturing the business, for these publications are sent to all new banks for a period of several months at least in the shape of sample copies.

One branch of the banking business which is being discussed at great length at the conventions of the various State bankers' associations is bank money orders, and many propositions have been offered for placing this feature before the public. The schemes include, principally, the printing of fancy signs to place in the banking rooms of the institutions which issue the orders, and in spending money in advertising in the public press. The result, if these plans are carried out, will be that the Post Office and the express companies will continue to get the major part of the business. The money order department of the Post Office showed a profit last year of \$2,662,719, had the use of \$2,500,000 which had been unclaimed, and transferred during the year \$336,525,752, in sums averaging \$7.75, and it is estimated that the total will reach nearly \$400,000,000 during the present fiscal year.

Half of this business, at least, could be secured by the banks if the money orders issued by them were advertised in a sensible manner; that is, by using the local papers, for they are cheaper than the orders issued by either the Post Office or the express companies.

A young man who has resided in Chicago for the past six months, and who has been sending on an average of \$10 per week to New York, asked the writer some time ago where he could secure a bank money order, he having heard them spoken of but had never seen them advertised. And so it must be in all the larger cities and towns, and proves that a small advertisement in the papers would do much more than a handsome sign in the bank, for a customer of the bank is, nine cases out of ten, a man with a bank account, who can, therefore, remit money by check and has no use for money orders.

ROLL OF HONOR PRIZE COMPETITION.

In April, 1903, PRINTERS' INK inaugurated a new department called A Roll of Honor. Published weekly in preferred position it lists publications that have furnished detailed statements to and secured figure ratings in the American Newspaper Directory. When a publisher has taken this means of showing that he is willing to let advertisers know how many copies he prints, the Roll of Honor enables him to keep his publication and circulation rating before a large body of advertisers every week at nominal expense. Such service is to be obtained nowhere else at any price. Another advantage is that a publisher entitled to representation may, by simply furnishing later statements, show just how much circulation his paper has gained during a certain period. Change of copy is always free of charge. These are some of the advantages of the department. There are many others.

\$100 will be paid for the article which is deemed the best in setting forth why every publisher entitled to a place in the Roll of Honor should make use of the service.

\$50 will be paid for the second best article wanted as above.

\$25 will be paid for the third best article wanted as above.

RULES WHICH GOVERN THE CONTEST.

(1) The article must clearly set forth the terms of the Roll of Honor as described in that heading of the first page of the Roll of Honor published in every weekly issue of PRINTERS' INK.

(2) It must give sane reasons why the Roll of Honor is a help to those papers entitled to a place in it.

(3) The author of an article so written must have it published in some sort of a publication, either in a display advertisement, or as an essay.

(4) The space occupied by such an article must be equivalent to not less than five dollars' worth of space in the publication in which it appeared.

(5) A marked copy of the paper in which the article appeared must be mailed to the editor of PRINTERS' INK and also a clipping of the same must be sent under sealed letter postage marked Roll of Honor Contest, care editor of PRINTERS' INK.

(6) As an acknowledgment and a partial payment of such service, every

contestant will receive a coupon good for a cash payment to one year's subscription to PRINTERS' INK.

(7) Every week the editor of PRINTERS' INK will carefully weigh the merits of each contribution so received and choose from that number the one deemed the best submitted in that particular week.

(8) The article so chosen every week will be published in PRINTERS' INK, together with the name of its author and the name and date of the paper in which it had insertion.

(9) As a further recognition of such an article an additional coupon as described under rule No. 6 will be sent to the weekly prize winner and another coupon of the same class to the advertising manager of the paper in which the article appeared.

(10) After the competition has progressed what is deemed a far enough period—at any rate not later than December 9, 1903—it will be closed and among the whole number of the weekly prize awards the best three will be chosen and cash prizes awarded as already stated above, viz.: \$100 for the best article, \$50 for the second best article, \$25 for the third best article.

(11) Half-tone portraits of the three prize winners will also be published in the final account of this contest.

(12) This contest is open to everybody. There is no limit to the number of articles one may submit as above stated, and no bar to the publications in which they are to be inserted.

Every young man and woman interested in advertising should take part, and among the staffs of the papers already members of the Roll of Honor there are probably many bright young fellows who can write an excellent article and one that may land one or two of the cash prizes to be paid about Christmas time. Strict compliance with these rules must be observed, otherwise entries may fail of recognition.

This competition offers to ad-writers an opportunity to obtain publicity in PRINTERS' INK that money could not buy, as well as to have their work passed upon by the Little Schoolmaster and his pupils everywhere. Mere fine writing may have less show than rugged, homely expression of facts. The chief point to be emphasized is why a publisher whose paper is entitled to a place in the Roll of Honor should secure representation therein.

If further information is desired address the editor of PRINTERS' INK.

ROLL OF HONOR PRIZE COMPETITION.

TENTH WEEK.

In response to the contest announced on the preceding page three articles were received in time for report in this issue of **PRINTERS' INK**. Of these, the one reprinted below was deemed the best. It was written by Oscar Herzberg, care P. O. Box 1,633, New York City, and it appeared in the Richmond, Va., *News-Leader* of September 12, 1903. In accordance with the rules which govern this contest, a coupon entitling the holder to a paid-in-advance subscription to **PRINTERS' INK**, good for one year from date of presentation, was sent to Mr. Herzberg when the marked copy of the paper was received. Two additional coupons, one to Mr. Herzberg and one to the advertising manager of *News-Leader*, were sent in accordance with the terms of the competition, after the choice of the week had been made. Mr. Herzberg's effort will now be placed on file and it will have further consideration when the time for awarding the cash prizes arrives. The article as it appeared in the *News-Leader* follows here:

The Roll of Honor—A Weekly Newspaper Directory.

Within a comparatively small period, advertisers have become alert to know how many copies are printed of the newspapers and magazines in which they place announcements and to refer to a newspaper directory when interested in the subject. Conceivably, rates are based upon circulation; and without knowing the circulation, how is the advertiser to calculate whether or not a certain publication's rates are not more than he can afford for the number of copies in which his advertisement will be placed?

This demand for information regarding circulation the American Newspaper Directory, published by Messrs. George P. Rowell & Co., of 10 Spruce street, New York City, has endeavored to supply since its inception in 1869. The fight continues to be a strenuous one, for there still exist a host of publishers who lie about their average output, others who are popularly credited with a circulation far larger than they actually possess, hence keep entirely reticent, as well as a small crowd who instance particular large issues with an air of these tremendous outputs constituting the average circulation. The classes named possess no interest in enlightening the advertising public regarding circulation truths. Nor, until re-

cently, was that public itself much interested in becoming instructed. It had been in the habit of paying readily whatever a publisher demanded, apparently seeing no connection between extent of circulation and extent of rate—a quoted rate was like a doctor's prescription, not to be inquired into. Then the American Newspaper Directory burst upon the horizon, demanding circulation statements properly signed, dated and covering specified periods, publishing its own expert estimates when denied figures from publishers; later came the little weekly, **PRINTERS' INK**, devoted to discussing advertising topics from popular viewpoints, consequently influential in presenting to advertisers the sound business philosophy that underlies the giving of circulation statements. The creditable fight the two publications have made together is by no means ended; but it has reached a period where the excellence of the efforts put forth have met with considerable appreciation. But let us proceed to a description of the Roll of Honor.

The American Newspaper Directory is published once a year. The circulation ratings in it, indicated in Arabic figures, are founded on statements furnished by the various publishers, of average output for a year past, the figures by which such average is arrived at being also supplied to the editor of the Directory, not for publication, but as a means of verifying the correctness of the process whereby the average has been obtained.

Now this circulation rating, excellent enough in its way, when published in the American Newspaper Directory, possesses certain inherent disadvantages that adhere to all directories. To begin with, it is not actually the average for a year past, for some time must elapse between the receipt of the figures by the editor of the Directory and their publication in his book. This is a minor evil in the face of the fact that the same Directory is used for an entire year, and the ratings printed become constantly more out-of-date as the months progress. In the meanwhile, the circulation of a publication may be increasing at tremendous strides, yet its publisher, when applying to advertisers for advertising, finds them referring to the Directory for verification of his figures; what he tells them often appears out of all harmony with what they find in the book. The soliciting publisher then deplores modern inability to produce a newspaper directory weekly, so that his own statements would receive a greater degree of credence. The Messrs. Rowell have not succeeded in producing a weekly newspaper directory in book form, for that is beyond question; but they have succeeded in so utilizing the columns of **PRINTERS' INK** that a department called a Roll of Honor accomplishes the same purpose.

This Roll of Honor is a department in the weekly publication **PRINTERS' INK**. Its object is to give circulation ratings of a more up-to-date character than a newspaper directory published annually can possibly do. The publisher who is rated in the Directory is entitled to state in the Roll of Honor

his average circulation for the year just past, under the same rules as it would be supplied to the Directory (signed, dated, etc.), and to change his figures week after week, under the same conditions, if he so desire. Or, if made in accordance with Directory rules, he may publish his average for a month or quarter just past, changing it in every weekly issue of the Roll of Honor to meet altered conditions. This supplies a circulation rating almost up to the week in which published. Practically it is a service similar to that of the American Newspaper Directory printed weekly in PRINTERS' INK.

Honest publishers have not been slow in endorsing this realization of the long-fostered dream—a newspaper directory whose figures are constantly up to date of consultation. The service costs only \$20.80 per year for two lines, or \$10.40 per annum for each additional line utilized in making one's statements—20 cents a line per insertion. To the cheapness is added the advantage of being in the finest company, for only publications properly rated upon supplied statements to the Directory are admitted, except in the case of those whom the Directory honors by a special mark indicating that they are more valued for the character of their circulation than its quantity, like the Chicago *Tribune*, for instance.

As the list of those who become acquainted with the merits of the system increases, new names are added, and the Roll of Honor at the present writing already fills nearly five pages. Were those not rated in the Directory admitted, the list could be swelled to an enormous extent; but the Messrs. Rowell limit it to the class intended. To-day the publisher of a newspaper soliciting business from the advertisers need not fear that the American Newspaper Directory may be consulted in the bound volume to his detriment. If it is, he can point proudly to his position in the Roll of Honor and remark: "That is really the Directory revised to date." Nor must the cheapness of reaching such a mass of advertisers weekly be overlooked—19,000 PRINTERS' INK readers would cost \$190 a week for one-cent stamps alone—here \$20.80 for a whole year accomplishes everything.

The advantages to the advertiser are of a similar character. Instead of depending upon his bound newspaper directory exclusively for circulation figures, he turns to his latest issue of the Roll of Honor in the Little Schoolmaster to find the original figures revised practically to the day of consultation. It puts the advertising world under additional obligation to the Little Schoolmaster.

O. HERZBERG.

The Little Schoolmaster congratulates Mr. Herzberg for having written the winning essay of

the tenth week of the contest. His article is one of fine analytical excellence. Mr. Herzberg was once managing editor of PRINTERS' INK, and bore the distinction of having been, perhaps, the best editor the paper had.

GOOD WEEKLIES HAVE THEIR PLACE.

THE LE ROY GAZETTE.

Established 1826.

Geo. E. Marcellus, Proprietor.

MEMBER OF



LE ROY, N. Y., Sept. 19, 1903.

Editor of PRINTERS' INK:

I am in receipt of your recent invitation to advertise the *Gazette* in the Roll of Honor. Do you not think that your constant advocacy of the daily papers in place of weeklies might tend to neutralize any advertising that I might do in PRINTERS' INK? If it will pay to advertise in the Roll of Honor, I will gladly make a contract.

Very truly yours,

GEO. E. MARCELLUS.

The editor of PRINTERS' INK believes that a meritorious weekly can make use of the Roll of Honor with even more advantage than a large daily. It is more difficult to choose good weeklies than good dailies. There are good and profitable weeklies in the land, and it is for them to assert themselves and show that there is a difference of quality in weeklies. The list of which the *Le Roy Gazette* is a member contains thirty-two names. Mr. Levi A. Cass, of Warsaw, N. Y., is the business manager of the combination. And he is a pusher.

Mr. D. J. Randall, manager of the Scripps-McRae League, New York office, said: "I think the 'Roll of Honor' feature in PRINTERS' INK is an innovation which commends itself, and I am confident that the papers that furnish statements will be attracted to this feature in the 'Little Schoolmaster.' I believe if 'roll call' is taken within six months' time, the foremost papers in the country will be represented. I am sure that the low rate at which you are offering this to publishers will permit all—big and little—newspapers of stated circulation to take advantage of this mode of publicity."

A Roll of Honor

NOTE—Advertisements under this caption are accepted from publishers who, according to the 1923 issue of the American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

The black figures denote the average issue for the year indicated. The light-faced number in brackets denotes the page in the American Newspaper Directory which contains the details of the publication's character. No amount of money can purchase a place in this list for a paper not entitled to it.

Advertisements under this caption will also be accepted from publications to which the American Newspaper Directory accords the sign (Ⓢ), the so-called gold mark, denoting superior excellence in quality of circulation. Ⓢ Announcements under this classification, if entitled as above, cost 20 cents per line under a YEARLY contract, \$30.90 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

ALABAMA.

Anniston, Evening Star. Daily average for 1922, 1,159. Weekly, 2,696, guaranteed (35). First six months, 1923, daily 1,555 guaranteed.

Birmingham, Birmingham News. Daily average for 1922, 15,455 (34); first seven months 1923, 17,595; July, 1923, 20,155; guaranteed.

Birmingham, Ledger. Daily. Average for 1922, 15,950 (34). Av. for Aug., 1923, 17,586, guaranteed.

Montgomery, Advertiser. Advertiser Co. Average circulation for 1922, guaranteed, daily 19,890 (Ⓢ), weekly 12,841, Sunday 14,625 (46).

ARIZONA.

Bisbee, Review. Daily. W. B. Kelley, pub. In 1922 no issue less than 1,250 (46). In 1923 no issue less than 1,750.

Phoenix, Republican. Daily average for 1922, 6,829 (47). Logan & Cole Special Agency, N. Y.

CALIFORNIA.

Fresno, Morning Republican. Daily. Average for 1922, 4,644 (67). E. Katz, Special Agent, N. Y.

Oakland, Tribune. Daily. Average for 1922, 9,952 (75). Tribune Publishing Company.

San Francisco, Argonaut. Weekly. Average for 1922, 15,165 (81). E. Katz, Special Agent, N. Y.

San Francisco, Bulletin. R. A. Crothers, Av. for 1922, daily 49,159, Sunday 47,802 (80).

San Francisco, Call. d'y and S'y. J. D. Spreckels, Av. for 1922, d'y 60,825, S'y 71,684 (80).

COLORADO.

Denver, Post. Daily. Post Printing and Publishing Co. Average for 1922, 82,171 (97). Average for August, 1923, 88,759. Gain, 6,588.

CONNECTICUT.

Hartford, Times. daily. W. O. Burr. Average for 1922, 16,172 (111).

Meriden, Morning Record and Republican. Republic Pub. Co. Dy. av. for 1922, 7,587 (112).

New Haven, Palladium. daily. Average for 1922, 6,600 (114). E. Katz, Special Agent, N. Y.

New Haven, Union. Av. for 1922, d'y 15,281, S'y 8,825 (114). E. Katz, Special Agent, N. Y.

New London, Day. evg. Av. 1922, 5,195 (115). First six months 1923, 5,552. Aug., 1923, 5,750.

Norwich, Bulletin. daily. Bulletin Co., publishers. Average for 1922, 4,659 (115). Average first six months 1923, 4,996.

DISTRICT OF COLUMBIA.

Washington Fv. Star. daily. Fv. Star Newspaper Co. Average for 1922, 23,745 (Ⓢ) (122).

National Tribune. weekly. McElroy & Shoppell. Average for 1922, 104,599 (123).

DELAWARE.

Wilmington, Morning News. daily. News Publishing Co., pubrs. Average for 1922, 9,485 (131).

FLORIDA.

Jacksonville, Metropolis. daily. Aver. 1922, 7,018 (125). Average first six months, 1923, 8,229.

Pensacola, Journal. daily, every morning except Monday. Average for 1922, 2,441 (131).

Tampa, Morning Tribune. daily. Tampa Tribune Pub. Co. Average for 1922, 5,008 (132).

GEORGIA.

Atlanta, Journal. dy. Av. 1922, 87,828. Semi-wy, 84,105 (133). Atlanta Journal Co., pubrs.

IDAHO.

Boise, Capital News. dy. and wy. Capital News Ptg. Co., pub. Av. 1922, dy., 2,512, wy. 2,405 (151). Av. first six mos., 1923, dy. 2,500, wy. 2,279.

ILLINOIS.

Chicago, Citizen. weekly. Citizen Co. Year ending Dec., 1922, no issue less than 1,000 (161).

Champaign, News. In 1922 no issue less than 1,100 daily and 2,400 weekly (163). Average daily issue for July, 1923, 1,711.

Chicago, American Bee Journal. weekly. Actual average for 1922, 7,455 (167).

Chicago, Bakers' Helper. monthly. H. B. Cissold. Average for 1922, 4,950 (Ⓢ) (177).

Chicago, Breeders' Gazette. stock farm, weekly. Sanders Pub. Co. Average for 1922, 60,059 (167). Average first six weeks, 1923, 66,740.

Chicago, Grain Dealers Journal. s-mo. Grain Dealers Company, Av. for 1922, 4,416 (Ⓢ) (175).

Chicago, Irrigation Age. monthly. D. H. Anderson. Average for 1922, 14,166 (181).

Chicago, National Harness Review. mo. Av. for 1922, 5,291 (185). First six mos. 1923, 6,250.

Chicago, New Thought. monthly. Soc. a year. Ella Wheeler Wilcox, editor. Average year ending January, 1923, 29,225 (187). Since January, 1923, New Thought prints over 100,000 monthly.

Chicago, Record-Herald. Average for 1922, daily 155,424, Sunday 171,816 (186).

Chicago, Tribune. daily. Tribune Co. In 1922, 7A (Ⓢ) (166).

Clayton, Enterprise. weekly. No ads on patent. No issue since 1921 below 1,000 (182).

East St. Louis, Poultry Culture. mo. Poultry Culture Pub. Co. Average 1922, 4,875 (192). Average first six months 1923, 14,828.

Evanston, Correct English: How to Use It. mo. Average for year ending Oct., 1922, 9,750 (194).

Kewanee, Star-Courier. Average for 1922, daily 2,410, weekly 1,622 (203). Average guaranteed circulation daily for August, 1923, 8,006.

Peoria, Star. evenings and Sunday morning. Actual sworn average for 1922, 28,742 (219).

INDIANA.

Evansville, Journal-News. Av. for 1922, d'y 11,910, S'y 11,608 (214). E. Katz, Sp. Agt., N. Y.

A Roll of Honor—Continued.

Goshen, Cooking Club, monthly. Average for 1902, 25,501 (217). *A persistent medium, as housewives keep every issue for daily reference.*

Indianapolis, News, d'y. Hilton U. Brown, gen. mgr. Av. for 1902—actual sales—62,188 (250).

Marion, Leader, daily. W. B. Westlake, pub. Actual average for 1902, 8,787 (237). For year ending August 31, 1903, 5,222.

Muncie, Star, d'y and S'y. Star Pub. Co. Year ending Feb. 1903, d'y 21,468, S'y 16,535 (263).

Notre Dame, The Ave Maria, Catholic weekly magazine. Average for 1902, 25,976 (363).

Princeton, Clarion-News, daily. Clarion Publishing Co. Average for 1902, 1,820 (264).

Richmond, Evening Item. Sworn d'y. av. for 1902, 8,124 Same for August, 1903, 5,227.

South Bend, Tribune. Sworn daily average 1902, 4,861 (267). Sworn av. for August, 5,712.

IOWA.

Arlington, News. All home-print weekly. W. F. Lake, pub. Average for 1902, 1,400 (282).

Burlington, Hawk-Eye, daily. J. L. Waite. Av. for 1902, 6,212 (285). June 30, 1903, 7,018.

Davenport, Times. D'y. av. 1902 6,482, s.-wy. 1,627 (292). D'y. av. August, 1903, 8,087. Cfr. year, more than double of any Davenport daily.

Des Moines, Capital, daily. Lafayette Young, publisher. Actual average for 1902, 24,019 (295). Average for June, 1903, 51,011.

Des Moines, Cosmopolitan Osteopath, monthly. Still College. Average for 1902, 9,666 (294).

Des Moines, News, daily. Aver. 1902, 37,118 (293). Average for July, 1903, 42,828.

Muscatine, Journal, d'y. av. 1902 8,712, s.-wy. 2,711 (315). D'y. av. 1st 6 months 1903 4,188.

Ottumwa, Courier, d'y. av. '02 4,491, s.-wy. 6,984 (319). 1st 6 mos. 1903, d'y. 4,577, s.-wy. 7,291.

Sheldon, Sun, d'y and w'y. H. A. Carson. Average for 1902, d'y 456, w'y 2,544 (325).

Shenandoah, Sentinel, tri-weekly. Sentinel Publishing Co. Average for 1902, 5,981 (323).

Sioux City, Journal, daily. Perkins Bros. Co. Average for 1902, 16,968 (324). Over 19,000 daily guaranteed for 1903. Banks first and best in its wide field in the Northwest.

KANSAS.

Atchison, Globe daily. E. W. Howe. (334). Offers to prove 5,200 daily circulation for 1903, or receipt any advertising bill.

Girard, Appeal to Reason, weekly. J. A. Wayland. Average for 1902, 195,809 (345).

Hutchinson, News, d'y and w'y. W'y. during 1902, no issue less than 1,320 (346). E. Katz, N. Y.

Topeka, Western School Journal, educational monthly. Average for 1902, 5,116 (362).

Wichita, Eagle, d'y and w'y. Av. 1902, d'y 16,781, w'y 6,674 (334). Beckwith, N. Y. & Chicago.

KENTUCKY.

Cloverport, Breckenridge News, weekly. J. D. Babbage. Average for 1902, 2,248 (368).

Lexington, Leader. Av. for 1902, d'y 2,785, w'y 2,800, S'y 4,003 (373). E. Katz, S. A., N. Y.

Padesah, Sun, daily. Sun Publishing Co. Average for year ending June, 1902, 1,704 (378). Daily average for July, 1903, 2,114.

LOUISIANA.

New Orleans, Item, daily. R. M. Denholme, publisher. Average for year ending June, 1902, 16,259 (367). Official Journal city New Orleans.

New Orleans, Louisiana Planter and Sugar Mfr, w'y. In 1902 no issue less than 2,000 (287).

The Southern Buck, official organ of Elklodm in Louisiana and Mississippi. Av. '02, 2,866 (388).

MAINE.

Augusta, Kennebec Journal, d'y and w'y. Average d'y, 1902, 4,719, w'y 2,185 (391).

Bangor, Commercial. Average for 1902, daily 7,846, weekly 29,012 (392).

Lewiston, Evening Journal, daily. Average for 1902, 6,640 (393), weekly 15,255 (393).

Phillips, Maine Woods, weekly. J. W. Bruckett. Average for 1902, 5,416 (397).

Portland, Evening Express. Average for 1902, daily 11,151, Sunday Telegram 7,666 (397).

MARYLAND.

Baltimore, News, daily. Evening News Publishing Co. Average 1902, 41,588 (402).

MASSACHUSETTS.

Boston, Evening Transcript (C). (412) Boston's tea table paper. Largest amount of week-day ad.

Boston, Globe, average for 1902:
Daily, 196,579; Sunday, 276,296 (413-415).
First 6 mos. 1903, d'y, 195,747, S'y, 296,329.
Largest circulation in New England.
Advertisements go in morning and afternoon editions for one price.

Boston, Pilot, every Saturday. Roman Catholic. Jas. Jeffrey Roche, editor. (C) (4)

Boston, Post, d'y. Average for 1902, 174,178 (413). Av. for Aug., 1903, d'y, 187,744, S'y, 169,520. Largest p.m. or a. m. sale in New England.

(Publisher's Statement.)

Extraordinary August Growth.

The Boston "Sunday Post" Gains over 49,000 within a year and the Boston "Daily Post" breaks all morning or evening records in New England.

No other newspaper in either Boston or New York publishes so ailed circulation figures similar to the following.

Circulation of the "Daily Post" and the "Sunday Post," day by day, for August, 1903:

Aug. 1.....	182,580
2, Sunday.....	162,950
3.....	184,970
4.....	184,550
5.....	182,840
6.....	185,010
7.....	182,150
8.....	182,500
9, Sunday.....	184,500
10.....	182,000
11.....	182,820
12.....	184,000
13.....	182,160
14.....	184,000
15.....	242,470
16, Sunday.....	169,010

A Roll of Honor—Continued.

Aug. 17.....	185,400
18.....	186,540
19.....	185,280
20.....	186,550
21.....	190,020
22.....	185,230
23, Sunday.....	173,770
24.....	180,620
25.....	185,600
26.....	189,740
27.....	185,540
28.....	189,100
29.....	185,200
30, Sunday.....	172,870
31.....	185,150

TOTAL The "Daily Post," 26 Days, **4,881,360**
TOTAL The "Sunday Post," 5 Days, **847,600**

Daily Average..... 187,744
Sunday Average.... 169,520

On this thirty-first day of August, A. D. 1903, personally appeared before the undersigned, a justice of the peace, within and for said county and State, W. A. Grozier, business manager of the Post Publishing Company, publishers of the Boston Post, a daily newspaper published at Boston, county of Suffolk, in the State of Massachusetts, and who, being duly sworn, states on oath that the foregoing statement of the circulation of the *Daily Post* and *Sunday Post* is true, to the best of his knowledge and belief.

W. A. GROZIER,
Business Manager.

Subscribed and sworn to before me this thirty-first day of August, 1903.

GEORGE E. KIMBALL,
Justice of the Peace.

Danvers, Red Men's Official Journal, monthly. Andrew H. Paton, pub. Average 1902, 2,750 (425). Only official paper for 550,000 members.

East Northfield, Record of Christian Work, mo. Av. for yr. end'g March, 1903, 20,541 (435).

Gloucester, Daily Times. Average for 1902, 6,247 (427). First seven months 1903, 6,629.

Lawrence, Telegram, daily. Telegram Publishing Co. Average for 1902, 6,701 (435).

Salem, Little Folks, mo., juvenile. S. E. Cassino. Average for 1901, 75,450 (434).

Springfield, Good Housekeeping, mo. Avg. for 1902, 108,666 (436). For year end, April, 1903, 119,000. All advertisements guaranteed.

Worcester, Evening Post, daily. Worcester Post Co. Average for 1902, 10,556 (439).

MICHIGAN.

Adrian, Telegram, dy. D. W. Grandon. Av. for 1902, 1,370 (440). Av. first 6 mths. in 1903, 3,552.

Detroit, Free Press. Average for 1902, daily 41,952, Sunday 51,260 (430).

Detroit, Times, daily. Detroit Times Co. Average for 1902, 27,657 (450).

Grand Rapids, Evening Press, dy. Average for 1902, 22,216 (456). First 5 mos. 1903, 26,184.

Grand Rapids, Herald, daily. Eugene D. Conger. Average for 1902, 20,156 (458). Only morning and only Sunday paper in city of 100,000. Average daily issue first eight months this year, 20,968. Advertising rate, 35 cents per agate line now—will be increased January, 1904.

Kalamazoo, Telegraph. Actual average for 1902, daily 7,468, semi-weekly 7,579 (462).

Saginaw, Evening News, daily. Average for 1902, 9,845 (473). Aug., 1903, daily 11,406.

Saranac, Advertiser, weekly. H. T. Johnson. No issue in 1902 less than 3,000 (474).

MINNESOTA.

Minneapolis, Farmers' Tribune, twice-a-week. W. J. Murphy, pub. Av. for 1902, 74,714 (496).

Minneapolis, Journal, daily. Journal Printing Co. For 1902, 54,628 (495).

Minneapolis, N. W. Agriculturist, s-mo. Feb., '03, 78,168 (498). 75,000 guar'd. 35c. agate line.

Northwestern Miller, weekly. Miller Publishing Co. Average for 1902, 4,200 (499) (500).

Minneapolis, Svenska Amerikanska Posten, weekly. Average for 1902, 47,075 (497).

Minneapolis Tribune. W. J. Murphy, pub. Average for 1902, daily, 66,872 (496); Sunday, 56,550. Six months to Sept. 1st, 1903: Daily 71,659, Sunday 60,002. Est. 1867. The only Minneapolis daily listed in the American Newspaper Directory that publishes its circulation down to date in ROLL OF HONOR, or elsewhere. Advertisements go in both morning and evening editions for one price. The Tribune is one of the nine American newspapers the circulation of which is absolutely guaranteed by the Directory.



Minneapolis, Western Progress, mo., devoted to Western interests. Av. for 1902, 10,000 (500).

St. Paul, Dispatch, dy. Aver. 1902, 49,059 (505). Present aver. 58,181. ST. PAUL'S LEADING NEWSPAPER.

St. Paul, News, dy. Aver. 1902, 20,619 (505). First 5 mos. 1903, aver. 22,737.

St. Paul, Pioneer-Press. Daily average for 1902 24,151, Sunday 20,986 (506).

Winona, Republican and Herald, daily. Average 1902, 3,202 (512). Av. past 5 months, 4,007.

MISSOURI.

Carthage, Press. Daily average for 1902, 1,411, weekly 2,820 (520). W. J. Sewall, pub.

Joplin, Globe, daily. Average for 1902, 9,414 (541). E. Katz, Special Agent, New York.

Kansas City, Journal, d'y and w'y. Average for 1902, daily 56,576, weekly 161,169 (541).

Kansas City, Weekly Implement Trade J'n'l. Av. Aug., '02, 9,127 (543). Av. 5 mos. '02, 9,595.

Kansas City, World, daily. Aver. 1902, 62,978 (549). First 5 mos. 1903, 61,685.

Mexico, American Farm and Orchard, agric. and hort., mo. Actual average for 1902, 4,822 (549). Actual aver. May, June, July, 1903, 15,607.

St. Joseph, Medical Herald, month'y. Medical Herald Co. Average for 1902, 7,475 (557).

St. Joseph, 300 S. 7th St. Western Fruit Grower, w'ly. Aver. for 1902, 22,227 (557). Rate 15c. per line. Circulation 20,000 copies guarant'd.

St. Louis, Medical Brief, mo. J. J. Lawrence, A.M., M.D., ed. and pub. Av. for 1902, 22,952 (563).

St. Louis, The Woman's Magazine, monthly. Women and home. Lewis Pub. Co. Proven average for 1902, 909,552. Actual proven average for first 3 mos. in 1903, 1,115,766. Commencing with Oct., 1903, every issue guaranteed to exceed 1,500,000 copies—full count. Largest circulation of any publication in the world.

MONTANA.

Anacosta, Standard. Daily average for 1902 11,804 (575). MONTANA'S BEST NEWSPAPER.

Butte, Inter-Mountain, daily. Inter-Mountain Publishing Co. Average for 1902, 10,101 (573).

A Roll of Honor—Continued.

Helena, Record, evening. Record Publishing Co. Average for 1902, 7,974 (574). Average January 1st to May 31st, 1903, 10,209.

NEBRASKA.

Lincoln, Deutsch-American Farmer, weekly (590). Av. for year end April 30, 1903, 144,554.

Lincoln, Freis Presse, weekly (590). Average for year ending April 30, 1903, 144,554.

Omaha, Den Danske Pioneer, w'y. Sophus F. Noble Pub. Co. Average for 1902, 28,475 (591).

Omaha, News, daily. Av. for 1902, 22,777 (591). First 6 mos. 1903, aver. 29,063.

NEW HAMPSHIRE.

Manchester, News, daily. Herb. N. Davison. Average for 1902, 7,500 (592).

Leith & Stuart, N. Y. Rep., 120 Nassau St.

NEW JERSEY.

Elizabeth, Evening Times. Sworn over. 1902, 8,885 (516). 6 mos. 1903, 4,288.

Elmer, Times, weekly. S. P. Foster. Average for 1902, 3,055 (516).

Jersey City, Evening Journal, dy. Average for 1902, 17,552 (519). 1st 6 mos. 1903, 18,407.

Jersey City, Sunshine, mo. J. W. Floridy. Av. for year ending Jan., 1903, 24,500 (436).

Newark, Evening News. Evening News Pub. Co. Av. for 1902, dy. 50,406, sy. 15,915 (521).

Newmarket, Advertiser's Guide, mo. Stanley Day, publisher. Average for 1902, 5,941 (523).

Plainfield, Daily Press. A. L. Force, publisher. Actual average for 1902, 5,523 (525).

NEW YORK.

Albany, Journal, evening. Journal Co. Av. average 1902, 16,100 (534); present, 18,297.

Albany, Times-Union, every evening. Establ. 1858. Average for 1902, 25,294 (535).

Binghamton, Evening Herald, daily. Evening Herald Co. Average for 1902, 10,591 (538).

Buffalo, Courier, morning; Enquirer, evening. W. J. Conners. Average for 1902, morning 48,515, evening 20,401 (541).

Corning, Evening Leader, daily. Average for 1902, 4,064 (547). First half 1903, 5,825.

Elmira, Ev'g Star. Av. for 1902, 8,255 (551). Guaranteed by affidavit or personal investigation. Leith & Stuart, N. Y. Rep., 120 Nassau St.

Ithaca, News, daily. Ithaca Publishing Co. Average for 1902, 8,116 (558). Av. for June, 1903, 4,208. Leith & Stuart, N. Y. Rep., 120 Nassau St.

Newburgh, News, dy. Av. for 1902, 4,257 (566). Guaranteed by affidavit or personal investigation.

New York City.

American Engineer, m'y. R. M. von Arsdale, pub. Av. 1902, 8,316 (581). Ten mos. '02, 8,745.

American Machinist, w'y, machine construc. (Also European ed.). Av. 1902, 15,501 (582) (570).

Amerikanische Schweizer Zeitung, w'y. Swiss Pub. Co., 60 Trinity pl. Av. for 1902, 15,000 (571).

Automobile Magazine, monthly. Automobile Press. Average for 1902, 8,750 (585).

Baker's Review, monthly. W. R. Gregory Co., publishers. Average for 1902, 3,058 (588). Average for first six months end July 31, 1903, 4,416.

Benziger's Magazine, family monthly. Benziger Bros. Average for 1902, 28,479 (589).

Caterer, monthly. Caterer Pub. Co. (Hotels, Clubs, and high-class Rest.). Average for year ending with August, 1902, 5,523 (587).

Cheerful Moments, monthly. Geo. W. Willis Publishing Co. Average for 1902, 208,233 (587).

Clipper, weekly. Frank Queen Pub. Co., Ltd. Average for 1902, 26,544 (593) (573).

Delineator, fashion mo. Butterick Pub. Co., Ltd. Est. 1873. Av. 1902, 781,009 (586). Act. av. circ'n for 6 months ending June, 1903, 874,957.

Electrical Review, weekly. Electrical Review Pub. Co. Average for 1902, 6,212 (594) (574).

Engineering and Mining Journal, weekly. Est. 1866. Average 1902, 10,009, (595) (576).

Forward, daily. Forward Association. Average for 1902, 21,709 (567).

Hardware, semi-monthly. Average for 1902, 8,508 (583); first half 1903, 9,822.

Morning Telegraph, daily. Daily Telegraph Co., pub. Average for 1902, 28,238 (568).

Music Trade Review, music trade and art weekly. Av. for 1902, 5,452 (577).

Pharmaceutical Era, weekly, pharmacy. D. O. Haynes & Co., pub., 8 Spruce street. (596) (579).

Pocket List of Railroad Officials, qly. Railroads & Transp. Av. '02, 17,696 (702); av. '03, 17,992.

Police Chronicle, weekly. Police Chronicle Pub. Co. Average for 1902, 8,650 (579).

Printers' Ink, weekly. A journal for advertisers. \$5.00 per Year. Geo. F. Howell & Co. Est. 1853. Average for 1902, 18,287 (579).

Railroad Gazette, railroad and engineering weekly. 33 Fulton street. Est. 1866. (598) (586).

The Central Station, monthly. H. C. Cushing Jr. Av. for year ending May, 1902, 8,488 (587).

The Iron Age, weekly, established 1855 (599) (578). For more than a generation the leading publication in the hardware, iron, machinery and metal trades.

Printers' Ink awarded a sterling silver Sugar Bowl to the Iron Age, inscribed as follows:

"Awarded November 20, 1901, by Printers' Ink, the Little 'Schoolmaster in the Art of Advertising, to The Iron Age, that paper, after a canvassing of merits extending over a period of ten months, having been pronounced the one trade paper in the United States of America that, taken all in all, renders its constituency the best service and best serves its purpose as a medium for communication with a specified class."

The New York Times, daily. Adolph S. Ochs, publisher. 1902 A (594) (586).

Rochester, Case and Comment, mo. Law. Av. for 1902, 20,000 (715); 4 years' average, 20,124.

Schenectady, Gazette, daily. A. N. Ilecty. Average for 1902, 9,097 (718). Average for the month of August, 1903, 12,011.

Utica, National Electrical Contractor, mo. Average for 1902, 2,292 (723).

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1902, 15,618 (725).

Warsaw, Western New Yorker, weekly. Levi A. Cass, publisher. Average for 1902, 3,408 (726).

Whitehall, Chronicle, weekly. Ingles & Tefft. Average for 1902, 4,122 (728).

NORTH CAROLINA.

Lexington, Dispatch, w'y. In 1902 no issue less than 5,000 (730). Av. for 1st 6 mos. 1903, 6,500.

NORTH DAKOTA.

Grand Forks, Nordmanden, weekly. Nordmanden Pub. Co., Average for 1902, 4,500 (734).



A Roll of Honor—Continued.

Herald, dy. Av. for '02, 4,759 (744). For gr. end. July, '03, 5,225. La Costa & Maxwell, N. Y. Rep.

OHIO.

Ashtabula, American Sanomat, w'y. Aug. Edwards. Average for 1902, 8,555 (732).

Cincinnati, Enquirer. Established 1842. Daily (C.C.), Sunday (C.C.) (701). Beckwith, New York.

Cincinnati, Phonographic Magazine, mo. Phonog. Institute Co. Av. for 1902, 10,107 (764).

Cincinnati, Trade Review, m'y. Highlands & Highlands. Av. for 1902, 5,544 (765).

Cincinnati, Times-Star, dy. Cincinnati Times-Star Pub Co. Act. aver. for 1902, 142,018 (761). Act. aver. for first six months 1902, 147,601.

Columbus, Press, daily, democratic. Press Printing Co. Actual av. for 1902, 24,089 (770).

Columbus, Sales Agent, monthly. E. L. Moon, publisher. Average for 1902, 4,955 (771).

Dayton, News, daily. News Publishing Co. Average for 1902, 16,530 (773).

Springfield, Farm and Fireside, agricultural, semi-monthly, est. 1877. Actual average for 1902, 511,280 (800). Actual average for first six months, 1902, 540,575.

Springfield, Woman's Home Companion, household monthly, est. 1873. Actual av. for 1902, 562,666 (806). Actual average for first six months, 1902, 595,166.

OKLAHOMA.

Guthrie, Oklahoma State Capital, dy. and wy. Average for 1902, dy. 18,306, wy. 21,223 (813).

OREGON.

Portland, Pacific Miner, semi-mo. Av. year ending Sept., 1902, 8,509; first 6 mos. 1902, 4,912.

Portland, Washington Advocate, mo. Order of Washington, pub. Av. for 1902, 6,040 (836).

PENNSYLVANIA.

Belleville, Centre Democrat, wy. Average for 1902, 8,550 (832). First six months 1902, 8,759.

Erie, Times, daily. Average for 1902, 10,645 (845). E. Katz, Special Agent, New York.

Harrisburg, Telegraph, dy. No issue for year end. Feb., '03, less 1,500 (847). Sworn av. year end. July, '03, 9,429. Shannon, 150 Nassau, N. Y.

Philadelphia, American Medicine, wy. Av. for 1902, 19,327 (865). Av. March, 1903, 16,827.

Philadelphia, Camera, monthly. Frank V. Chambers. Average for 1902, 6,745 (871).

Philadelphia, Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1902, 528,127 (872). *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:



"Awarded June 25th, 1902, by 'Printers' Ink,' 'The Little Schoolmaster' in the Art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them, through its advertising columns."

Philadelphia, Public Ledger, daily. Adolph S. Ochs, publisher. (C.C.) (885).

Philadelphia, Reformed Church Messenger, wy. 1309 Arch st. Average for 1902, 5,574 (886).

Philadelphia, Sunday School Times, weekly. Average for 1902, 101,215 (889). Average for July, 1902, 108,057. Religious Press Assn., Phila.



Philadelphia, The Evening Bulletin, d. ex. S. Average for 1902, sworn, 180,489 (884) copies daily, net paid. Average for first six months of 1902, sworn statement, 141,196 copies per day, net paid. The Bulletin's circulation figures are net, all damaged, unsold returned and free copies being deducted. No other Philadelphia newspaper states or prints its net figures. The Bulletin goes daily into more Philadelphia homes than any other medium. It has by many thousands the largest city circulation in Philadelphia.

IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN.

Pittsburg, Chronicle-Telegraph. Aver., 1902, 67,843 (875). Sworn statement on application.

Pittsburg, Gazette, dy and Sun. Aver. dy 1902, 60,229 (876). Sworn statement on application.

Pittsburg, Times, daily. Wm. H. Seif, pres. Average for 1902, 59,571 (876).

West Chester, Local News, daily. W. H. Hodgson. Average for 1902, 15,086 (880).

York, Dispatch, daily. Dispatch Publishing Co. Average for 1902, 7,801 (883). Average for May, 1902, 8,572.

RHODE ISLAND.

Providence, Daily Journal, 15,975 (C.C.) (890), Sunday 15,281 (C.C.). Evening Bulletin 21,521, average 1902. Providence Journal Co., pub.

SOUTH CAROLINA.

Columbia, State, daily. State Co. publishers. Average for 1902, 5,777 (901). Daily average for the first five months of 1902, 6,000 copies.

SOUTH DAKOTA.

Sioax Falls, Argus Leader. Tomlinson & Day, publishers. Actual daily average for 1902, 8,519 (915). Sworn average for August, 1902, 9,427.

TENNESSEE.

Gallatin, Semi-weekly News. In 1902 no issue less than 1,550 (925). First 6 mos. 1902, 1,425.

Knoxville, Sentinel, daily. Average 1902, 7,701 (935). Average six months 1902, 9,910.

Memphis, Commercial Appeal, daily. Sunday and weekly. Average 1902, daily 27,500, Sunday 24,910, weekly 14,219 (927).

Nashville, Banner, daily. Av. for year ending Feb., 1903, 16,078 (939). Av. for June, 1902, 19,556. Only Nashville d'y eligible to Roll of Honor.

Nashville, Christian Advocate, w'y. Bigham & Smith. Average for 1902, 14,241 (939).

TEXAS.

Dallas, Retail Grocer and Butcher, mo. Julian Capers, publisher. Average for 1902, 1,000 (944).

Denton, Denton Co. Record and Chronicle, w'y. W. C. Edwards. Av. for 1902, 2,744 (945).

El Paso, Herald, daily. Average for 1902, 8,245 (946). E. Katz, Special Agent, New York.

Paris, Advocate, dy. W. N. Furey, pub. 1902 no issue less than 1,150 (959). May, 1902, 1,257.

VERMONT.

Barre, Times, daily. F. E. Langley. Aver. 1902, 8,554 (914). First six months 1902, 9,558.

VIRGINIA.

Norfolk, Dispatch, daily. Daily average for 1902, 5,098 (960). Aug., 1902, 5,491.

WASHINGTON.

Spokane, Saturday Spectator, weekly. Frank Locke. Average for 1902, 8,522 (969).

A Roll of Honor—Continued.

Tacoma, Daily News, dy. Daily News Pub. Co. Av. 1902, 18,659 (1,000). *Saturday issue 18,008.*

Tacoma, Ledger. Dy. av. 1902, 10,986; Sy., 14,195; wy., 7,414 (1901). Av. 7 mos. 1903 exceeds: Dy., 12,500; Sy., 15,500; wy., 8,500. J.C. Beckwith, rep., Tribune Bldg., N.Y. & Chicago.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. G. Hornor, pub. Average for 1902, 2,204 (1000).

Wheeling, News, d'y and S'y. News Pub. Co. Average for 1902, d'y 8,026, S'y 8,505 (1011).

WISCONSIN.

Madison, Amerika, weekly. Amerika Publishing Co. Average for 1902, 9,496 (1000).

Milwaukee, Evening Wisconsin, daily. Evg. Wisconsin Co. Av. for 1902, 20,748 (200) (1000).

Milwaukee, Journal, daily. Journal Co., pub. Av. end. Feb., 1903, 29,425 (1000). July, 24,114.

Oshkosh, Northwestern, daily. Av. for 1902, 5,908 (1000). First 4 mos. 1903, 6,270.

Racine, Journal, daily. Journal Printing Co. Average six months to July 1, 1903, 5,706.

Wisconsin Agriculturist, w'y. Av. for 1902, 27,515 (1000). For yr. edg. July 31, 1903, 20,200.

Waupaca, Post, weekly. Post Publishing Co. Average for 1902, 5,588 (1044).

BRITISH COLUMBIA.

Vancouver, Province, daily. W. C. Nichol, publisher. Average for 1902, 5,987 (001).

Victoria, Colonist, daily. Colonist P. & P. Co. Average for 1902, 5,574 (1001).

MANITOBA, CAN.

Winnipeg, Nor. Northwestern, German weekly. Average for 1902, 8,161. 1st 3 mos., 1903, 9,100.

Winnipeg, Free Press, daily and weekly. Average for 1902, daily 15,241, weekly 10,574 (1004). Daily, first six months 1903, 17,429.

NOVA SCOTIA, CAN.

Halifax, Herald, Evening Mail, Homestead. Combined average for 1902, 12,581 (1000).


ONTARIO, CAN.


Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1902, 5,250 (1007).


Toronto, Star, daily. Average for 1902, 14,161 (1004). First six months 1903, 20,096.


QUEBEC, CAN.


Montreal, Star, dy. & w'y. Graham & Co. Av. for '02, dy. 55,079, wy. 121,418 (1000). Six mos. end. May 31, '03, dy. av. 55,147, wy. 122,157.

 No Amount of Money

 can buy a place in this

 list for a paper

 not having the

 requisite qualification.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for **PRINTERS' INK** for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving **PRINTERS' INK** it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

CHARLES J. ZINGG,

Business Manager and Managing Editor.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F. W. BEARS, 50-58 Ludgate Hill, E.C.

NEW YORK, SEPT. 30, 1903.

DID you ever stop to think how potent an Americanizing influence the department stores of this country exert? Probably not, but it is nevertheless true that these institutions, so frequently held up as examples of commercial selfishness, are really educating immigrants in patriotism.

* * *

No matter how clannish a nationality may be, how closely its members may cling to the traditions of the fatherland, they soon realize that the United States is a country of new customs, new ideals, new garments, new utensils, new comforts and new conveniences. Looking at the windows of the great metropolitan stores, these hordes of aliens recognize the beauty of American styles, and a desire to dress likewise is awakened in their breasts. Their increased prosperity in the land of the free gives them money to spend on American bargains. Wearing American garments and using American household goods becomes a matter of personal pride—the Pole, Croat, Plattdeutscher, Italian or Russian becomes imbued with the ambition to be known as an American.

* * *

Advertising in papers printed in foreign tongues is an important means of creating a desire for American styles and American ways. The foreigner loves the language of his childhood, and statements read in papers printed in it are believed. He pins his

faith to the journals of his fatherland, and reads them religiously. If they tell him of wonderful bargains at the great downtown stores, he is seized with a desire to possess these bounties that America offers. This foreign trade is well worth going after. The firm that advertises extensively in a German paper will get a large share of the German trade. Long after the immigrant has ceased to speak his native tongue he reads his homeland paper. And not only is the trade of the fathers and mothers gained, but also that of the children. The store that the parents make their shopping centre will be patronized largely by their children and even by grandchildren, who cannot even read the grandparental tongue. The rates of these foreign papers are in general low—very reasonable for the quantity of their circulation. The trade of any nationality enterprising enough to support a newspaper in its own language is worth going after.

A MEMBER of the Berlin Press Club has been censured for accepting 25,000 marks from a German bank for suppressing evidence of its weakness. That much spent in legitimate publicity would probably have made it unnecessary to resort to this method of locking the stable door after the automobile had been stolen.

"VOLUNTARILY proven" circulation every issue—over a million copies.—*The Woman's Magazine, St. Louis, Mo.*

I WANT you to know that I always read your splendid publication with interest and profit. It is like sitting down and talking with an old friend.—*E. J. Stackpole, Editor and Manager Telegraph, Harrisburg, Pa., Sept. 17, 1903.*

THE Elmer, N. J., *Times* has been listed in the Roll of Honor ever since it was started, and, singular as it may seem, no other South Jersey newspaper has as yet been entered in the coveted place.—*Elmer, N. J., Times Circular, Sept. 21, 1903.*

THE arguments that sell goods in the store would make good data for newspaper advertisements.

THAT people fail in advertising is not the fault of advertising. More often failure is due to a lack of ability.

FROM Hapgoods, New York, comes an effective booklet which might have been called "Results." Besides a list of well-known firms that apply to this agency for employees, it gives dozens of letters from men who have been placed in good positions.

SUZANNA MECHNER, a German girl who has been in this country but a few months, left her home in Chicago one Sunday evening not long ago to visit her uncle. She lost her way, according to the Chicago *Record-Herald*, and was found wandering around the streets early Monday morning. When the police took her to the Hyde Park station she could tell them nothing that would aid in finding her relative or her home, but when asked how they were to help her out of her difficulty she asked, naively, "Kannen sie nicht advertise?" And yet those there be who sit up nights worrying about our ability to assimilate emigrants.

Is there as much as \$5,000,000,000 in cash anywhere? That is the amount which the farmers and planters of this country will want for the products of 1903. If they had not learned to put their money in the banks or were not such good customers to the rest of the country, farmers and planters could corner the money of the nation, for theirs is the real stuff which sells for cash on delivery. The country is rich which can raise and market such an amount of the products of the earth and employ only about a third of its population in producing it. Here is the real touchstone of prosperity which tells when to build railroads and to invest money without apprehension in many a line of industry.—*Editorial Muncie, Ind., Star, Sept. 15, 1903.*

ILLUSTRATIONS are good in advertisements because they simplify the printed description.

FOLLOW no advice that your own judgment does not pronounce sound and practicable.

"THREE Million Dollars on Three Lives and Why" is an interesting booklet from the New York office of the Mutual Life Insurance Company. Three of the company's policy holders have taken out insurance to this amount. George W. Vanderbilt took out one in December, 1897, and pays a premium of \$35,000 annually. John M. Mack, the Philadelphia magnate, took out a million-dollar policy in January, 1900, and his yearly premium is \$48,390. Frank H. Peavey, the late grain elevator king of Minneapolis, had insured his life for \$1,000,000 and paid two annual premiums of \$48,390 each when he died. Fac-similes of the check for one million are given in the book, and the interesting details of these large policies are contrasted with the premium on small ones. It is a fresh, straightforward piece of life insurance literature, and ought to bring excellent results.

THE Independent Cigar Stores were recently sold to the United Cigar Stores Co. They have always borne the words "Not a trust" on their signs, and the public has been led to believe that they were controlled by the Retail Tobacco Dealers' Association, an organization of small dealers that opposes the United Cigar Stores. Officers of the dealers' association claim that they were not connected with the Independent stores, and that the sale is simply a consolidation, as the stores really belonged to the real "trust." Some of the more acute independent tobacco retailers in New York City have adopted the plan of making their stores look like a trust establishment, imitating signs, windows and displays. The United Cigar Stores have been vigorously opposed, but by strictly modern methods of supplying demand have built up what seems to be a lasting business.

LET common sense and facts be your advertising assistants.

THE Eastern business of the *Daily News*, Nashville, Tenn., has been placed in charge of Smith & Thompson, Potter Building, New York.

LAST spring the publishers of the *Gazette*, Schenectady, N. Y., gave an order to a local sign painter to change the sign on their building reading "Circulation over 8,000 a day," making it read "over 10,000." Like other people in that town, the painter was busy, and when June came around he had not executed the commission. Then he was seen again and told to change the figures to 11,000. Other work still kept him busy, and when he was told again the figures were 12,000. When he finally got around to the job and climbed onto his scaffold, he was hailed with the request to make the sign read "Over 13,000 a day." Whereupon he got angry and retorted, "Siy! 'ow in 'ell do you want this sign p'inted, anywe?" The *Gazette* is in the Roll of Honor, and is credited with 12,364 for the month of July.

WITH their usual thoroughness the publishers of the *Acker-und Gartenbau Zeitung*, the German farm weekly of Milwaukee, submit fac-simile documents showing the rate of increase of circulation for the year ending with June 30. Besides a detailed statement of each issue, there are given post office payments, a statement from the Milwaukee postmaster regarding weight of weekly mails, a statement from the paper-makers and a partial list of advertisers for the year. The weekly average is given as 70,783 copies. The American Newspaper Directory gives a figure rating of 68,827 for the year ending June, 1902. The list of advertisers shows the scope of a journal like the *Acker-und Gartenbau Zeitung*. Among the things advertised in its columns during the year were practically half of the commodities exploited in general mediums, with many more of a purely agricultural nature.

A LARGE part of a space-buyer's value is his knowledge of what mediums not to go into.

AN advertising man who is pretty well known came into the Little Schoolmaster's office not long ago and said that he would like to employ a good, forceful adwriter. Where could one be found? In view of the fact that this advertising man conducts a school of advertising, offers to double young people's salaries, and announces that graduates of his institution are always ready to serve the business world, the inquiry seemed a bit curious. "Why not take one of your own graduates?" was suggested. Why—well—you see, I want a man who can write ads that are above the average, and who knows something about business usages as well." The Little Schoolmaster thereupon informed him that, so far as he knew, such men were exceedingly scarce, and that if one should appear he could probably employ him himself.

PRINTERS' INK likes it when out-of-town publishers, editors and representatives call. Among the pleasant remembrances of the past week are the visits of Mr. Hamblin, managing editor of the Minneapolis *Tribune*, and Mr. C. George Crogness, the *Tribune's* Chicago representative. Mr. G. S. Griswold, of the Batavia, N. Y., *Daily News*, wanted to see the fellow who hit him with the headline, "A Nigger in the Woodpile." Major Stahlman, publisher of the Nashville, Tenn., *Banner*, and giant B. D. Butler, of the four-clover-leaves-and-horseshoe-union, and Mr. Batt, advertising manager of the Muncie, Ind., *Star*, came next. The Little Schoolmaster always profits something by these visits, not necessarily in a material way, but he learns the motives and principles of the complex clientele whom he has to serve. And by actual contact with these people he always finds them to be much better than he thought they were. Moral: Come in always—to show your virtues, if nothing better.

THE rebuilt city of Galveston was given attention in a special issue of the *Galveston News* published September 1. Quite recovered from the effects of the flood three years ago, the city is again a most important seaport and snipping centre. In point of exports it is the third seaport in the United States. The coastwise trade has more than doubled in the past year, and the city has fifty-three lines of steamships to foreign ports, besides two lines to New York and nine transportation companies doing business to Gulf ports. A feature of the issue is a description of the government sea-wall, which is designed to prevent another inundation of the low-lying city. This structure, which was begun in 1902, is 17,593 feet long, 16 feet wide at the base and 17 feet high. Channel improvements are also being made, and the State of Texas is to help in raising the level of the city.

IN many cities of this country are small stores in which business men more or less congregate. They may be news stores or cigar stores. Such stores would make good subscription agencies for the Little Schoolmaster, and as PRINTERS' INK is favorably known by the local press, most of the newspapers would be well disposed to give the storekeeper a friendly lift as PRINTERS' INK's selling agent. If the right parties will write to the business manager of PRINTERS' INK in regard to the above suggestion, they will learn something to their advantage.

THE *Badger*, illustrated monthly family journal, Montgomery Building, Milwaukee, Wis., has increased its rates to thirty cents a line.

A CARD listing various advertising rates is sent out by *Every Evening*, Wilmington, Del. This daily is entitled to entry in the "Roll of Honor."

A FOLDER from the *Evening News*, Sault Ste. Marie, Mich., asserts that this is the only daily paper published there, or within a radius of 150 miles. The American Newspaper Directory for 1903 also lists the Sault Ste. Marie *Evening Journal*. These were both weeklies originally, and have been transformed into dailies to meet the needs of this growing city. The *News* became a daily in 1901 and the *Journal* in 1902.

The editor of PRINTERS' INK desires to inaugurate a new policy with regard to news items concerning newspapers, special agents, advertising agencies and so forth. He solicits correspondence and paragraphs of that sort and invites parties who have competent and reliable information to send it in. While the editor always reserves the right to pass on copy submitted, it is his earnest desire to use as much matter as seems advisable. He may not use one item, but he may use the next, or the third. What is wanted are interesting bits of facts that interest advertisers, personal news relating to big dailies, etc.

If you can't advertise much, advertise as much as you can.

THE New York Times' handy little book containing bank and trust company statements has been revised and issued in a new edition, containing statements of State banks in New York City to the close of business August 25, and New York City trust companies to June 30. There are also statements of banks in Brooklyn and Ogdensburg, N. Y., and trust companies in New Jersey. Besides these statistics it gives telephone lists, officials of the New York, Boston, Chicago and Philadelphia clearing house associations, and other matter of interest to bankers.

WITH its five hundred and sixteen pages, the issue of the *Street Railway Journal*, New York City, for August 29, reminds one forcibly of an eighteenth century folio—in size, at least. In fact, it contains more matter than one of these heavy old books, for its pages are larger—9½x13 inches. This special issue covers three conventions—American Street Railway Association, Street Railway Accountants' Association, and American Railway Mechanical and Electrical Association. The text consists of one hundred and sixty-five pages, giving full reports of these meetings, special articles and a digest of the matter in French and German for the benefit of foreign readers. The advertising aggregates three hundred and fifty pages, divided into eight sections. Each section has its title page, and the fields covered are financial and engineering, rolling stock, track equipment, car and truck equipment, repair-shop appliances, electrical machinery, sundries, European advertisers. Such a plan of arranging so large a quantity of advertising is good for those who will unquestionably keep the number for reference. The typographical work is excellent, and the special makes a notable example of trade journalism, likely to interest not only those concerned with the management of electric railways, but a general reader as well.

THE screaming advertisement often defeats its first object. We are not all visually deaf.

Fame is pleased to note that in Mr. Pulitzer's school of journalism, which he has so magnificently endowed with two millions of dollars, he makes no attempt at a department of instruction in advertising, a field which is now more than covered by the correspondence schools, which are raking in the shekels from credulous country boys and girls to an extent that will enable them to soon rival Mr. Pulitzer's endowment.

"KEEP everlastingly at it" is the keynote of a pamphlet from the *Herald*, Los Angeles, Cal., wherein the value of advertising as a cumulative force is shown apart from its direct results. Local advertisers contribute letters on the subject, testifying to the volume of prestige brought by continuous advertising over a long period, and the following incident of a wrong attitude toward steady publicity is cited:

The *Herald* had occasion not long since to increase a certain advertiser's rate six cents an inch. The advertiser complained bitterly of the advance and finally, on account of it, withdrew from the advertising columns of the paper. He had been advertising in the *Herald* for some time. He had spent hundreds of dollars for his space. I explained to him the cumulative value of advertising. This same merchant would little consider the advisability of allowing an endowment life insurance policy on which he had paid several annual premiums to lapse. He would lose what he had already paid in. The average merchant will submit to an increase in the rate for fire insurance. His stock must be protected. Often he will not submit to an increase in his newspaper rate, and in this way he deprives himself of one of the most important kinds of insurance, the best insurance—advertising. The advertiser I have referred to soon learned he had made a mistake. His receipts were decreasing; competitors were securing trade that was once his. He had neglected to pay a just and reasonable increased rate on his business insurance, and his policy had lapsed. He must take out a new policy—a new advertising contract and pay the increased price—to stop the loss of trade and the consequent depletion in revenue, to get back the old customers if possible. The new contract was made. He told me last week that his lapse had cost him a great many hundreds of dollars and that it was the most costly advertising experiment he had ever made.

THAT advertising in the best papers costs more is true, but it is equally true that such advertising is sure to bring greater returns.

NEVER give up as long as there is a spark of life left in your business. Good advertising and hard work will fan the tiniest spark to a flame.

"IN MINNEAPOLIS" is a handsome folder from the *Tribune*, of that city, containing arguments calculated to interest any discriminating advertiser.

MANY employers have clerks of extraordinary abilities, who promise to become valuable aids in the future conduct of a large concern. Young men or women of that stamp ought to read **PRINTERS' INK**. To present them with a year's subscription and have the paper sent to their home address means a valuable investment. There is now in force, until December 31, 1903, a special subscription price of **THREE DOLLARS PER YEAR**. Firms who will send in a list of names of employees or others connected with their business will learn something to their positive benefit if they wish that such people should read **PRINTERS' INK**. Try the plan for a year and watch the results. Pick out the brightest men you have and risk the investment cheerfully.

ENTHUSIASM is the vitality of advertising.

THE time to advertise is whenever you need customers and are prepared to serve them.

FAC-SIMILE letters from thirty general advertising agencies testifying to the esteem in which they hold the Vickery & Hill list have been made into a neat booklet and sent out from the office of the Vickery & Hill Publishing Co., Augusta, Maine.

THIS is the season when Montgomery Ward & Co.'s fall catalogue goes to its readers. When a novel sells 100,000 copies book reviewers give it a good deal of attention, but nobody seems to think that the catalogue of a great mail order house is a literary event. Yet the influence that such a book has on the lives of hundreds of thousands of people, and upon trade, transportation, mail revenues and manufactures is prodigious. The novel of the moment is petty beside it. The Montgomery Ward catalogue for this fall is No. 72. It contains 1,124 pages, or 2,980 feet of columns. More than 70,000 separate articles are illustrated and described, and the book costs nearly a dollar to publish and mail. The firm now has some 2,000,000 customers on its mailing lists, and the edition probably approximates this number. Ninety carloads of paper were used in its making, and in the height of the mailing season between 15,000 and 20,000 requests for the book are received daily. To herald its appearance the firm sends out a sixteen-page brochure called "The Making of a Catalogue," describing the manufacture of the catalogue from the tree in Canada to the time it is sealed in a mail pouch, addressed to a customer. Three million of these announcements are sent out, half the space being utilized with specimen offerings from the catalogue. The announcements were printed by the W. F. Hall Printing Co., Chicago, while the catalogue itself has long been produced by the Lakeside Press, that city.

We hear much nowadays about the qualifications that the successful advertising man must possess. Correspondence schools insist on their ability to take any one, brilliant or brainless, put him through their educational mill within six months, and turn him out a finished advertising expert, competent to expend an advertising appropriation of a half million dollars.

As a matter of fact, the secret of success or failure lies in the individual himself, not in his training. Unless a man "has it in him" to make a good advertising man, he will never make one.

To diagnose the case of every aspirant who knocks at the door of the advertising business, and decide in advance whether he will be a success or not, would be impossible. There are, however, certain qualifications that are really essential.

The first and underlying qualification that the successful advertising man must possess is a bent for business. Unless he has business tastes and a businesslike way of looking at things, he cannot expect to develop new business for his employers. This business sense is a mental trait as much as is the artistic temperament or the inventive faculty—it enables a man to see the business possibilities in any situation, and to draw business from them.

Coupled with this business sense, the advertising man should possess executive ability—the power to bring things to pass. He will often be expected to take the initiative in enterprises. Business acumen, enabling him to see potentialities, will not bring him very far, unless he can translate those potentialities into actualities. Not only must the successful advertising man have the ability to direct business; he must be competent to master details—to become thoroughly familiar with the machinery of a business. He will not be expected to perform mere detail work, but he must know how it is done, and why it is done, in that way.

The two qualifications already named presuppose the third—the

possession of a logical mind. The advertising man must be able to think clearly in order to plan business campaigns and prepare forceful advertising matter. Many successful business men reason subconsciously, and act apparently as the result of intuition. The advertising man must be able to trace the processes of his thought from cause to effect, give reasons for the step he takes and the assertions he makes.

But the advertising man's province is not that of abstract thought. He is dealing with concrete things, such as dress goods, breakfast foods, automobiles and real estate. Hence, he must possess strong powers of observation—must be able to discover new points of interest in the proposition he is advertising, and new points of contact with the people he is trying to reach. The advertising man needs the successful reporter's "nose for news," and the quick grasp of its vital features.

Out of this power of observation grows another element of success—a broad fund of general knowledge. The advertising man is liable to be called upon to deal with subjects of almost every kind, and to appeal to people of almost every class. The wider his range of experience and the greater his stock of general information the better prepared will he be to meet the demands made upon him.

Education, travel, business experience, varied reading, and a habit of close observation will all contribute to the almost encyclopædic knowledge that is often expected of an advertising man.—*Fame.*

Good advertising is the pathfinder for all who seek success in business.

THE Sprague Publishing Co., publishers of the *American Boy*, Detroit, Mich., notify advertisers that on November 10, 1903, their rate will be 75 cents per line flat. The advancing of rates is generally a sign of prosperity, and surely the *American Boy* has steadily progressed onward, a fact that advertisers are quick to note.

THE recent celebration of the New York *Sun's* seventieth birthday recalls the fact that, with his own hand, Benjamin H. Day, a resolute job printer from Springfield, Mass., pulled off on a hand press several hundred copies of the first issue on Tuesday morning, September 3, 1833. The paper measured seven by ten inches, and contained about as much reading matter as is held in two and a half columns of the *Sun* to-day. The first office was at 222 William street, almost east of the present building. The original price was one cent, and the new paper had as rivals seven morning dailies, sold at six cents a copy. Their aggregate editions amounted to about 18,000 copies daily. Of the morning papers only the *Journal of Commerce* survives. There was no Central Park, no Madison or Union Squares, no Fifth avenue. Croton water had not as yet been brought into the city. The cornerstone of the Astor House had just been laid, and people wondered how a hotel would ever attract guests so far uptown. In all the United States there were being operated just 380 miles of railroad. General Jackson was beginning his second term as President, and his fight with the United States Bank was at its fiercest point. Newspapers were intensely partisan. Whigs refused to purchase from Democrats, and James Watson Webb, editor of the *Courier and Enquirer*, discharged Uncle McKee, a veteran compositor, because he sympathized with President Jackson. The matter made so much stir that Webb was forced to justify himself in an editorial, when he said: "We wish it to be distinctly understood that whenever we shall have occasion to reduce the force in this office, the reduction will be made from the ranks of those who differ from us on questions of national importance!" The *Sun* was leader in a movement which developed the modern nonpartisan press. Benjamin H. Day was succeeded by Moses Y. Beach, who laid the foundation of its growth and fortune. Before the

day of the railroad and telegraph he gathered news by means of pony expresses and carrier pigeons. At his death the paper came into the hands of his sons, who managed it until 1867, when the Sun Printing and Publishing Company was formed, and Charles A. Dana assumed the editorship and control. The quaint old red building of the *Sun*, now a landmark among the skyscrapers of Park Row, was originally Tammany Hall. In 1868 it was transformed into a newspaper office, and the *Sun* moved up from Fulton and Nassau streets. Mr. Dana had edited the *Tribune* from 1848 to 1862, had been successively a reporter, city editor, managing editor, New York, Washington, Paris and general foreign correspondent. His control of the *Sun* was absolute from 1867. In 1869 the paper claimed a daily circulation of 70,000. It was printed from continuous rolls of paper on three Bullock presses, but the paper was first run through a dampening machine. The cost of preparing each day's issue was \$687, and of ink and paper \$649. From the sale of papers \$903 was received daily, and about \$1,200 for advertisements. This left a total daily profit of \$765. I. W. England was publisher, and in addition to the daily there was a weekly and a semi-weekly edition. To promote circulation to the last the publisher, in 1870, offered as premiums seed potatoes, grape vines, currant and raspberry bushes, lily bulbs, Buckeye mowers, sewing machines, Chickering pianos, parlor organs and paid-up life insurance policies.

MR. OWEN MOON, JR., business manager of the Trenton, N. J., *Times*, says: "We have decided to withdraw from all newspaper directory advertising, with the exception, doubtless, of the American Newspaper Directory, published by Mr. Rowell. We understand that this is the best directory published, and is acknowledged as the standard in this field."

SPECIMENS of newspaper ads and small literature come from the Cohoes (N. Y.) Savings Institution, which appears to carry on a creditable and active campaign in its own city, and also solicits mail accounts from nearby towns. The arguments are direct, and enforce the value of saving as a habit rather than sporadic deposits.

ON Tuesday and Wednesday, September 22 and 23, the business managers of the papers represented by M. Lee Starke, Tribune Building, New York, and Tribune Building, Chicago, met in Mr. Starke's New York office and discussed matters of interest and importance in connection with the work in the general advertising department. This method of bringing six of the leading papers of America into a community of interests and the interchanging of ideas of their managers is unique, and a great deal of mutual benefit should be derived from it. Those present were Mr. J. Whit. Herron, of the Washington *Evening Star*; Mr. L. M. Duval, of the *Baltimore News*; Mr. O. R. Johnson, of the *Indianapolis News*; Mr. William P. Henry, of the *Newark News*; Mr. W. S. Marson, of the *Montreal Star*; Mr. Lucian Swift, of the *Minneapolis Journal*; Mr. M. Lee Starke, manager general advertising, and Mr. W. Y. Perry, Mr. Starke's Western manager; Mr. Dan. A. Carroll and Mr. E. A. Westfall.

"TWENTY-SEVEN PER CENT" is the odd title of a booklet from the Young Men's Christian Association of Youngstown, Ohio. This is the percentage of young men in that city's population, and the booklet is a simply written, interesting account of the association's departments and work.

AN exhaustive booklet from the Ives Process Company, 550 West Twenty-fifth St., New York, describes the Kromskop, an instrument similar to the stereoscope, which shows, by means of photographic plates, certain objects in their natural colors. The views are obtained with a special camera which makes three chromatic plates, and these combined in the Kromskop, with special color screens, give the view as it appears in nature. Paintings, tapestries, decorative work, stained glass windows, furniture, pottery, jewelry, enamels, landscapes and similar objects may be reproduced. The plates bearing the color records are easily packed and shipped, so the apparatus may be utilized as a means of showing such goods, either through salesmen or in branch offices. As a store attraction the Kromskop is of the first importance, being new and a beautiful demonstration of a developing science. As it becomes known to the world of business it will doubtless be adapted to many purposes in advertising and selling certain kinds of goods.

For Advertising Agencies.

There are hundreds of advertising agencies in this country. All perform some valuable and necessary services to their clients. And they might perform such services to many other advertisers if the fact were persistently brought to the latter's attention in the columns of the Little Schoolmaster.

PRINTERS' INK is desirous to start a classified directory, listing as many agencies as may see the wisdom of having a card in the representative advertising journal in the United States. Such advertisements cost ten cents per line, and are set in pearl. The heading will be ADVERTISING AGENTS. Count 6 words to the line. Address PRINTERS' INK, 10 Spruce Street, New York.

FORTY-FIRST WEEK.

In response to the weekly ad contest, now in its forty-first week, thirty-eight advertisements were received in time for report in this issue of **PRINTERS' INK**. The one reproduced below was deemed best

Watches.

There are two kinds of watches—the watch for show and the watch for use. The wise man looks for a good movement. Cases don't matter so much. A reliable movement will keep good time in a cheap case, but a poor movement is of little actual use even if cased in gold set with diamonds. Might as well get empty cases as cases filled with an unreliable movement. We carry in stock the best movements to be had, with cases to suit your fancy.

F. Bartholomew,

Practical Jeweler and Optician.

of all submitted. It was sent in by John A. Moffitt, Ellicottville, N. Y., and it appeared in the Ellicottville, N. Y., *Post* of September 16, 1903. A coupon as provided in the conditions which govern this contest was mailed to Mr. Moffitt.

THERE is no business in which incompetence is more costly than in the advertising business.

THE Daily News, of Truro, Nova Scotia, has moved into a new building, and issues two booklets celebrating the event—one calling attention to its weekly and daily edition, and the other dealing with its facilities for general printing. The weekly edition of the *News* is entitled to entry in the Roll of Honor. The only Nova Scotia papers now represented are the *Halifax Herald* and *Evening Mail* (daily) and *Homestead* (semi-weekly). Besides these there are eligible the *Lunenburg Progress* and *Enterprise* and *Yarmouth Light*, both weekly.

HIS AUTHORITATIVE PORTRAIT.

**THE "FORCE" FOOD COMPANY,
BUFFALO, N. Y., Sept. 22, 1903.**

Editor of PRINTERS' INK:

Your article about me dated September 16 reads well, but an interview always gains "force," I think, when the person interviewed is present during the proceeding. The author of the article referred to has evidently never had the pleasure of meeting me.

The ads you reproduced are good ads, and so far as removing my own personality from the centre of the stage, as your author puts it, nothing is further from my intention. On the contrary, I am about to make my only first and real appearance before the public. Until now, I have merely been told of and pictured by others. Hereafter I shall appear in my own person and speak my own thoughts about this food of mine—and other things. My public knows of "Force" thus far only from hearsay. I intend that they shall have the story of it from first hands.

The first thing I desire to do is to correct the idea the public now has of



my own likeness. They are familiar only with the friendly caricatures with which my cartoonist acquaintances have flooded the country. I do not really look like that at all, in proof of which I enclose my latest and only authoritative portrait.

Those who know me tell me it is a speaking likeness, which it must be in order to resemble me, as I intend to do a good deal of speaking—in public—this fall and winter.

My lecture tour begins in November, and I have secured bookings in the leading magazines and newspapers throughout the United States as well as in Canada, and as I must soon learn not to mind personal publicity, I may as well begin now by giving you permission to publish this *hitherto unpublished* portrait of,

Sammy Jime

OUTDOOR DISPLAY OF THE SUNDAY SCHOOL TIMES.

Outdoor display advertising is not confined in these days to articles for general consumption. The *Sunday School Times* has recently made use of a poster prepared by N. W. Ayer & Son, and placed directly by the *Sunday School Times*, through their representatives, in many parts of the country at or near gatherings of Sunday school workers.

Recently at Winona Lake, Indiana, during the progress of the Bible Conference, the representative of the *Sunday School Times* was directed to place posters in conspicuous places. The work was promptly and effectually done. An elderly gentleman came to the stand where the paper was for sale, and with an amused and appreciative smile he



said: "When I got off the train at Warsaw to take the electric cars for Winona Lake, the first thing I saw was a poster of the *Sunday School Times*. That sign has just followed me all over this ground. I did think I would get away from it when I went to see the baseball game, but long before I got there I saw those red letters a-looking at me, so here's your subscription!"

The cumulative effect of outdoor advertising is not unlike the effect produced by continued advertising in the columns of any publication. In this case the poster comprised red and white lettering, a green background, and a copy of the *Sunday School Times* done in fac-simile in the centre of the poster with a paragraph on the face of the paper marked in red. So cleverly was the work done that one man was seen reaching out to open the copy of the paper as it appeared on the poster.

SPATULA PRINTING COMPANY.

Sudbury Building,
BOSTON, Mass., Sept. 19, 1903.

Editor of PRINTERS' INK:

We read with much interest your article on "American Papers Abroad," by Mr. Lodian, as we did also, in a later issue, the two protests it brought forth and the comments upon them by some one "posted on the drug trade and drug journals." The posted man states in substance he does not believe that any American drug journal "has a foreign circulation outside of sample copies." His belief is not well founded. The *Spatula* has genuine annual paid subscribers in each of the following named foreign countries and colonies: England, Scotland, Ireland, Germany, Belgium, Spain, France, Italy, Hungary, China, Japan, Egypt, Portugal, India, South Africa, West Africa, New Zealand, Tasmania, New South Wales, Victoria, Queensland, West Australia, South Australia, Strait Settlements, British Guiana, Chili, Venezuela, Jamaica, Barbadoes, Bermuda, Newfoundland, Mexico and the Philippine Islands.

The only sample copies sent abroad are those that are individually requested. Your informant further states: "So far as benefit to advertisers is concerned, no American drug journal has a foreign circulation worth considering." Many of our advertisers have told us that our foreign circulation was of very great value to them, and that they were both surprised and gratified at the results received from this unexpected source.

We hope you will think it fair, not only to ourselves but to American drug journals as a class, to publish the facts contained in this letter.

Yours very respectfully,
SPATULA PRINTING COMPANY.
Irving P. Fox.

JOSEPH'S OPINION.

Decker Building, Union Square,
NEW YORK, Sept. 18, 1903.

Editor of PRINTERS' INK:

The writer wishes to file a contrary opinion to that expressed by Mr. Daly in your issue of September 16. Mr. Daly's opinion was expressed apologetically; he was not certain that he was competent to judge, nor banking with much confidence on his taste.

Since its publication I have briefly discussed the subject with five or six men who are eminently competent to judge and whose taste is good, and without exception they aver that during the past two years *PRINTERS' INK* has steadily improved, that its influence and scope of usefulness are greater, and that it returns a larger measure of equivalent to advertiser and subscriber.

I agree with those who disagree with Mr. Daly. Very respectfully,

Jos. G. KITCHELL.
President the George Ethridge Co., No.
33 Union Square.

COPYING John Wanamaker's ads doesn't make your store like his. Wanamaker business principles existed long before Wanamaker publicity was heard of.—Jed Scarboro.



Advertisements under this heading are 3 cents a word, subject to approval of its editor. Address copy and remittances to Editor ODDITY Column.

JOHNSTON'S big postal card. A real oddity and a famous business bringer. Sample free. **WM. JOHNSTON**, 45 Rose St., N. Y.

EARLY issues of *Printers' Ink*; almost the whole volumes one and two can be supplied by **WM. JOHNSTON**, 45 Rose St., N. Y.

FOR SALE—8,000 bona fide, fresh names and addresses in most prosperous section of Southwest, cheap. **JOSEPH M. KAUCH**, Lake Charles, La.

WE have now for sale the finest and latest photograph of Pope Pious X. ever obtained since his accession as Pontiff. Size of picture 16 inches by 20 inches, mounted on heavy gray board. Original and copyrighted. The photo is platinum finish, and will be an adornment to every refined Catholic home. Sent, securely packed, upon receipt of \$1.50. Special inducements to agents and mail-order dealers. Address **LINCOLN PUBLISHING CO.**, Philadelphia.

THE leading advertising journal in the United States wants an outside man to solicit business on commission. From able young men—preferably of such who have experience and a good knowledge of the New York local field—applications are desired. Good education, gentlemanly appearance and conduct, the ability and willingness to learn and to execute the spirit of given instructions, are some of the necessary requirements. State age, experience and other details to **A. A. A.**, Box 672, New York City.

NOTES.

"**THE Osborne Series**" is a dainty booklet from the Inland Type Foundry, St. Louis, showing a light-face letter for general work.

A PICTURE of the Shamrock and a toast to Sir Thomas Lipton, on a neat folder, attested the loyalty of the *Montreal Star* during the week of the races.

FALL and winter clothing is treated by Brill Bros., New York, in a folder made like a railroad time table. Railroad terms are used throughout, and the conceit is very winning.

"**A LARGE Volume of Hot Air**" is a clever folder from the Boynton Furnace Company, 207 Water street, New York. It bears the imprint of the George Ethridge Co., New York.

"**TELEPHONE Lines and How to Build Them**" is a clear, thorough treatise on the subject, containing thirty-six pages and many diagrams. It is a piece of advertising literature from the Chicago Telephone Supply Co., Elkhart, Ind.

FROM the Cramer-Krasselt agency, Milwaukee, come specimens of mailing cards recently designed for A. N. Meyer & Bro., Creamery City Sash & Door Co., Daniel R. Jones Co. and the Wisconsin Telephone Co., all of that city.

"**Good Things**" is a booklet of 100 pages containing press congratulations to the *Scimitar*, Memphis, Tenn., on the occasion of occupying its new building.

"**THE MAN AND THE HOUSE**" is an amusing booklet from the *Architects' and Builders' Journal*, Baltimore, containing, besides arguments for this monthly, a series of pictures showing the misfortunes that befell a man who built a house after his own plans.

THE Record-Bulletin is a tiny monthly periodical published to inform people about the *Weekly Record*, of Canon City, Colo., to spread the gospel of good printing and to say something occasionally about good advertising. Accompanying literature gives interesting facts about Canon City.

AN automatic machine for sealing and stamping letters is described in a commendable booklet from the Agnew Automailing Machine Co., 156 Pearl street, Boston. The same concern also makes a mailing machine which automatically folds, wraps and addresses papers, magazines or catalogues.

IN a booklet from the Faust Sanitary Bed Company, Milwaukee, Wis., is described and illustrated a combination baby buggy, bed and bath. Illustrations and arrangement are good, and enough baby lore has been included to convince any intelligent mother that the compiler knew what he was writing about.

CORONADO TENT CITY, a unique seaside resort near Los Angeles, Cal., is described so enticingly in a thirty-two page booklet, what with half-tones, argument and quotations from the outdoor writers, that the reader is drawn into the vacation mood. The office of the outdoor city is at 200 S. Spring street, Los Angeles.

A BOOKLET containing excellent half-tone views of Muskegon, Mich., is issued by the Barry Muskegon Line to advertise steamer trips between that city and Chicago. So many ads of a foreign nature have been printed in the booklet, however, that it is difficult to see how a reader will ever fathom what it was originally designed to advertise.

A BARGAIN circular containing many items forcefully presented comes from Sam Ellis, general outfitter, White Plains, N. Y. Mr. Ellis meets the "trading stamp evil" by issuing cards somewhat like an old-fashioned meal ticket, and when cash purchases aggregating \$5, \$10 or \$20 have been punched he presents the customer with a Smyrna rug.

"**GETTING THE MOST OUT OF YOUR STOCK**" is a composite booklet enumerating foods and remedies for horses, cattle, sheep, swine and poultry, with a few sovereign medicines for the stock-raiser himself. In some of its phases it is humorous, but the arguments are clear and sensible, and are pretty sure to convince the people who will be interested in the volume. It is sent out by J. J. Fleck, Tiffin, Ohio.

NOTES.

A BOOKLET addressed particularly to mail order advertisers comes from the Vickery & Hill List, Augusta, Maine. It contains fac-simile letters from those who have used the columns of the company's mediums—*Fireside Visitor*, *Happy Hours*, *Hearth and Home*, *American Woman* and *Good Stories*.

A PACKET of tasteful literature from Edmund Bartlett, advertising specialist, 150 Nassau street, New York, contains booklets and folders for L. Straus & Sons, art glass and china, 42 Warren street, New York; International Pool Register Co., 35 West Twenty-first street, New York, and the Electric Cable Joint and Appliance Co., 13 Park Row, New York. These productions are characterized by forceful arguments and attractive type dress.

"THE Arch of Pearls" is a fine booklet telling of Dent's Toothache Gum and entering into the hygiene and care of the teeth. The remedy is not only described as a cure for toothache, but as a preventative of this ill, and a preservative of teeth with small cavities. The particular merit of the brochure lies in its broad treatment of the subject. Dent's Toothache Gum is made by C. S. Dent & Co., Detroit, Mich. The booklet bears the imprint of N. W. Ayer & Son, Philadelphia.

Classified Advertisements.

Advertisements under this head two lines or more without display, 10 cents a line. Must be handed in one week in advance.

WANTS.

BY a thoroughly competent advertiser and designer, a position with a first-class mfg. firm; highest references. "COMPETENT," P. L.

MORE than 215,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

A MEDICAL advertising solicitor; salary, \$3,000 or fifteen per cent. commission; must be first-class; give references. "SOLICITOR," care of *Printers' Ink*.

GENERAL MANAGER for a daily, to supervise purchases, disbursements and collections. Must purchase \$4 thousand interest. "MANAGER," care of *Printers' Ink*.

SIDE LINE—Two best selling novelties of the age; carried in vest pocket; takes a minute to show them. Samples, 10 cents each. Booklet free. State territory covered. G. P. COATES CO., Uncasville, Conn.

POSITION as superintending foreman or manager of mechanical department of up-to-date printing plant—*Eastern Pennsylvania* or *New York* preferred; 14 years' practical experience. "W. H. W.," care *Printers' Ink*.

WANTED—An advertising solicitor to cover the State of Connecticut for the Bridgeport and Waterbury *HERALDS*. Must be an A1 man and have the best of references. Apply by letter only to *HERALD*, Bridgeport, Conn.

CIRCULATION manager, age 33, desires change to more progressive field. In present position in charge of circulation 15 years in city of 65,000. I like hard work, but expect sufficient remuneration. A1 references. State proposition. Address "PROGRESS," care *Printers' Ink*.

WANTED—Employer for brains in good state of cultivation, capacity of advertising manager. High-class, successful trade-getter. Present employer can't fill orders. Give some particulars of business and approximate salary to right man. "FORCEFUL ADVERTISING," *Printers' Ink*.

PUBLICATION WANTED—*Eastern* (Central) monthly of laterality, with possibilities of development. "EASTERN," care *Printers' Ink*.

YOUNG MEN AND WOMEN of ability who seek positions as writers and ad managers should use the classified columns of *PRINTERS' INK*, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 10 cents per line, six words to the line. *PRINTERS' INK* is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

ADVERTISEMENT WRITERS, especially beginners, will have an exceptional opportunity to demonstrate their ability and make money by writing to us. We will tell you how to start a business of your own at home which will do more to establish your reputation as an advertiser than years of ordinary experience. Write to-day.

WELLS & CORBIN,
Suite 608 B, Lippincott Bldg.,
Philadelphia.

ARE YOU SATISFIED with your present position or salary? If not, write us for plan and booklet. We have openings for managers, secretaries, advertising men, newspaper men, salesmen, etc. Technical, clerical and executive men of all kinds. High-grade exclusively.

HAFGOODS (INC.),
Suite 300-302 Broadway, New York.
Suite 315, Pennsylvania Bldg., Phila.
Suite 529, Monadnock Bldg., Chicago.
Suite 1239, Williamson Bldg., Cleveland

ADVERTISING SIGN SALESMAN WANTED.

We have moved sign shops and offices to 630 and 632 W. 32d St., including 631 and 633 W. 32d St. (North River), where we have all the room there is, and light to spare. This is the largest sign shop in New York, and what we want now is orders.

We make nearly all kinds of signs, but the thing that we do better than any one else on earth is the making of signs in quantities—more especially the Gold & Dollar Brand of Big Steel Signs—Paint-Printed. We make these 2x4 feet, 3x5 feet, 6x3 feet, 10x20 feet, or most any size desired, and at about one-tenth the price of hand-made, though ten times better.

We can make \$2,000 worth a day, if we can get the orders. We have no salesman in New York City or New York State; we have no salesman in all New England, though there are thousands of possible purchasers there. We have no salesman in all the Southeast. We have some business from all these points, but it is business that has "just dropped in," and there is not enough of it.

We want salesmen who are in the habit of making big money—men who can sell a thousand or five thousand or fifty thousand signs, and get contract for putting them up, on stores or along the railroads, etc.

Compensation will be on a commission basis exclusively, and no advances will be made till earned. Full commissions will be allowed on duplicate orders and on all business coming direct from salesman's territory.

Apply by mail only, stating age and past experience.

Address Sam W. Hoke, Manager,
The Sam Hoke Sign Shops,
630 W. 32d St., N. Y.

TRADE JOURNALS.

HARDWARE DEALERS' MAGAZINE. Circulation 17,000. 253 Broadway, New York.

COIN CARDS.

23 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

ILLUSTRATORS AND ILLUSTRATIONS.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt. ILLUSTRATING, designing, etc., for covers, book-plates, and crests. THE KINSLEY STUDIO, 300 Broadway, New York.

DESIGNERS.

DESIGNS and illustrations in colors and black and white for all purposes. **THE KINSLEY STUDIO**, 230 Broadway, New York.

ENGRAVING.

ENGRAVING, (line, half-tone, steel, wood), lithographing and artistic printing. **THE KINSLEY STUDIO**, 230 Broadway, New York.

ENGROSSERS.

ENGROSSING and illuminating of memorials testimonials, certificates, etc. **THE KINSLEY STUDIO**, 230 Broadway, New York.

CARBON PAPER.

Will exchange a limited amount of carbon paper and typewriter ribbons for advertising space. "CARBON," P. O. Box 674, N. Y.

COLLECTIONS.

BAD DEBTS COLLECTED on percentage basis only. Fair treatment guaranteed. **DAY-AND-NIGHT ADJUSTMENT ASSN.**, 3644 Chicago ave., Chicago, Ill.

STOCK CUTS.

HAVE a sheet showing sixty silhouette stock cuts, in three sizes, one, two and six inches high. Glad to send you one. **STANDARD**, 41 Ann St., New York.

HOTELS.

THE LITTLE HOTEL WILMOT in Penn Square, Philadelphia, wants the disciples of **PRINTERS' INK** to see how they do things. **THE RYERSON W. JENNINGS CO.**

CALENDARS.

MOST artistic line of advertising calendars ever offered. Write for price list. **BASSETT & SUTPHIN**, 45 Beekman St., New York City.

ELECTROTYPING.

WE make the electrotypes for **PRINTERS' INK**. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER**, 45 Rose St., New York.

PRINTING.

A FEEDING device, not in common use, enables us to do more work with one press than with two other hand-fed presses. We will share this advantage with you. **KING, Printer**, 106 William St., New York.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 75c; 3x4, \$1; 4x5, \$1.50. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

CARBON PAPER.

SUCCESS comes only to goods that deserve it. Whitfield's Typewriter Carbons are used exclusively by many of the largest and most discriminating consumers—such as the N. Y. Life, for instance. Must be worthy. Samples say so. Want them! Book of 50 sheets 4x13 for 75c, postpaid. **WHITFIELD CARBON PAPER WORKS**, 123 Liberty St., New York.

BILLPOSTING AND DISTRIBUTING.

ANNOUNCEMENT. The removal of the office of Secretary of the Associated Billposters and Distributors from Savannah, Ga., to Chicago, Ill., does not in any manner affect the operations of the Bernard Advertising Service. Outdoor advertising will be handled throughout the Southeast under the direction of F. V. Peterson, who has been connected with my interests the past two years; all business transacted as in the past from the Savannah, Ga., office. **CHAS. BERNARD**.

FOREIGN ADVERTISING AGENTS.

MAIL ORDER ADVERTISERS, there's a good opening in England for you! Write us. **STORY-FREER PUBLICITY CO.**, Leeds, Eng.

PUBLISHING BUSINESS OPPORTUNITIES.

YOU can get into a great field by buying for \$25,000 a paper which can be made worth several times its cost without further outlay. **EMERSON F. HARRIS**, 253 Broadway, N. Y.

ONE great need of the advertising world is good media to reach special classes. There are some fine periodicals of this kind, but there is room and need for many more. See me about it if you want to build a splendid property. **EMERSON F. HARRIS**, 253 Broadway, N. Y.

NEWSPAPER BROKER.

I GET newspaper men into business. Have excellent daily and weekly papers for sale. Republican weekly at \$30,000, paying a profit of \$5,000 a year; Democratic weekly at \$4,000, paying the owner \$3,500 a year; daily and weekly at \$9,000, paying over \$2,000 a year. Tell me your wants, and I'll furnish properties that show profit and are pleasantly situated. **R. J. KINGSTON**, Newspaper Broker, Jackson, Mich.

DECORATED TIN BOXES.

THE appearance of a package oftentimes sells it. You cannot imagine how beautifully tin boxes can be decorated and how cheap they are, until you get our samples and quotations. Last year we made, among many other things, over ten million Cascade boxes and five million vaseline boxes and caps. Send for the tin desk reminder called "Do It Now." It is free; so are any samples you may desire to see. **AMERICAN STOPPER COMPANY**, 151 Water Street, Brooklyn, New York.

The largest makers of Tin Boxes outside of the Trust.

ADVERTISING NOVELTIES.

PAPEROID Pocket Wallets, 4x7, 1,000 for \$10, including ad. "Wear like leather." **FINK & SON**, 54 above Chestnut, Philadelphia.

CLOCK MOVEMENTS suitable for moving models. Wanted cheap job lines. Send description and lowest spot cash quotation to "P. E. D.," Office Printers' Ink.

WRITE for sample and price, new Lock Bill File. Price low. Reaches business man and housewife. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

A BRIGHT steel nail file, \$30 per thousand. Turned toothpicks in cases, \$30 per thousand. Samples of each in leather cover, 10c. Agents wanted. **J. C. KENYON**, Owego, N. Y.

CELLULOID advertising novelties that bring results. Signs, buttons, badges. High grade work, reasonable prices. **THE BALTIMORE BADGE & NOVELTY CO.**, 253 Broadway, N. Y.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

NOT HOW CHEAP, BUT HOW GOOD.

CONNER, FENDLER & CO.,
PRINTERS' WAREHOUSE.

CYLINDER PRESSSES, Job Presses, Paper Cutters, Gas Engines, Motors, Folders and Stitchers. **REPUTED BY SPECIALISTS.**

TYPE—American Point Line, Body and Set. PRINTERS' MATERIAL, Small Tools and Supplies. NEW AND SECOND HAND.

PROMPT and Intelligent Service, Consistent Terms, Prices and Discounts.

CONNER, FENDLER & CO.,
NEW YORK CITY.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. WALLACE & CO., 29 Murray St., New York.

ELECTROTYPE CABINETS.

As much as you want, as little as you need. The Leonard sectional electrotype cabinet; each section will hold 700 electros; \$5 a section of 10 drawers, base \$1.50, top \$1. Also the Leonard system for buying advertising, \$5. LEONARD MFG. CO., 40 Market St., Grand Rapids, Mich. Circular free.

ADDRESSES.

250 NAMES and addresses of most progressive business people in "Sunny Kansas" furnished on receipt of 75c. These parties are personally known to the writer. Address W. C. GRIGG, Hope, Kansas.

LIST OF TAXPAYERS of sixteen counties of Texas, with proper post office address, at \$1.50 per thousand names.

For list of counties and further information address

C. W. RAMSAY,
Gonzales, Texas.

VALUABLE LIST OF AGENTS.

A well-known and reliable firm will allow a responsible concern the use of their list of agents—composing some 35,000 canvassers—for a reasonable consideration.

Will allow use of addresses only to a firm whose business does not conflict with that of the owners of the list, so it is necessary to state your business when writing.

Satisfactory references furnished. Correspondence invited.

"T," care Printers' Ink.

Every agent on list enrolled within two years.

BOOKS.

100 GOOD ads for a grocery store \$1.00 BAIT PUB. CO., Toronto, Can.

PRINTER'S HELPS AND HINTS, 25c. Circular free. KING, Printer, Beverly, Mass.

THE ART OF CARICATURE.
TA profusely illustrated self-instructing book, by a practical caricaturist; 50c. postpaid. GRANT WRIGHT, care Printers' Ink.

"MY ADVERTISING PARTNER." a book for merchants and advertisers who write their own ads. 140 pages of spicy headlines, catch phrases, selling arguments, etc. By mail, \$1. H. C. ROWLAND, Pub., Columbus, O.

READ EXPENSE of the Fraud Order System as practiced by the Post Master General. Every publisher and mail-order dealer, if not a subscriber, should send stamp for the October issue of **THE ADVERTISER'S GUIDE**, Newmarket, N. J.

"HOW and Where to Sell Manuscripts." Just published. Full of practical suggestions for the fiction writer and general contributor. Contains addresses of 1,000 publications that buy MSS. Sent post-paid, paper covers, for 50 cents; bound in leatherette, \$1. UNITED PRESS SYNDICATE, Indianapolis, Ind.

A SPECIALIST for the eyes.
A specialist for the throat.
A specialist for the stomach.
Isn't it just as sensible to consult a specialist to help business when it drags along unsatisfactorily? Read "Successful Advertising," by a specialist, who has had years of actual experience. 400 pages—\$2.00 postpaid. LINCOLN PUB. CO., Philadelphia, Pa.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

BOOKLETS.

WE write, design, engrave and print for booklets. One talk, one order covers all. THE KINSLEY STUDIO, 350 Broadway, New York.

FOR SALE.

BARGAIN—Four and eight-page Scott perfecting press, with full modern stereo outfit. Address TRIBUNE, Oakland, Cal.

FAMOUS PICTURES—Send for List of Electro-types of Celebrated Pictures to use for illustration. THE PICTURE AND ART TRADE, Chicago.

BEFORE purchasing cylinder presses, job presses, paper cutters, type, material, kindly send for bargain list. RICHARD PRESTON, 167L Oliver St., Boston.

42 X 60 POTTER TWO-REV. Will print 4 pages of a 7 or 8-col. A first class press for book, job or newspaper work. RICHARD PRESTON, 167L Oliver St., Boston.

HOE DOUBLE CYLINDER, with or without folders attached; will print 4 pages of a 7-col. 8-page; speed, 3,000 to 4,000 per hour. Will trade in part payment. RICHARD PRESTON, 167L Oliver St., Boston.

I CAN sell your business (with or without real estate), no matter where it is or what it is worth. Send description, state price, and learn how. I have, or can find, the business you want to buy. State your requirements.

W. M. OSTRAVDEK,
350 North American Building,
Philadelphia, Pa.

FOR SALE—A newspaper 16 years old in an iron town of Pennsylvania of 15,000 inhabitants, giving employment in its industries to 10,000 workmen. Only two other newspapers in the town. Owner has another newspaper which takes all his time—this is the reason for selling. Price extremely low.

"A. J. V."
Care Printers' Ink.

PREMIUMS.

TRINER SCALES make useful premiums. Complete line. Send for catalogue. TRINER SCALE & MFG. CO., 130 S. Clinton St., Chicago.

"EXERCISES for Indoor Workers," a neat booklet on a live subject—a winner for merchants—advertisers. Something to connect your name with. MORRIS AD CO., 307 W. 23d St., New York.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue, published annually, 31st issue now ready; free. S. F. MYERS CO., 45W. 45-50-55 Maiden Lane, N. Y.

FIVE CENTS, 5c. 5c. 5c. FIVE CENTS.
A California premium! A big helper. Try fifty at \$2.50. This is the deal: We offer publishers of other papers yearly subscriptions to THE WESTERN EMPIRE at 5 cents a year net. There are 30 to 32 papers (and our Home Journal size) each month. Printed on highest grade news, with heavy colored cover. Is not an organ of any real estate scheme, but is a clean, vigorous home paper fit for any home, devoted to the wonders and beauties, the resources, the romance and the tales of adventure in the Golden West. Best of all, it's clean and will make a good clubber with any journal published. THE WESTERN EMPIRE is a companion paper to the Pacific Fruit World, and is practically an Eastern edition of that well-known journal of orchard, vineyard and rural life in California.

We will make a limited number of deals with reliable publishers at 5 cents net for yearly subscriptions. We will supply a four-inch single column or a seven-inch double column electro of our big tree front cover—design to publishers ordering 50 yearly subscription mail card certificates at \$2.50, net cash with order. Sample comes free. Address FRUIT WORLD PUBLISHING COMPANY, Times Building, Los Angeles, California.

PRINTERS.

BOOKLETS by the million. Write for booklet.
STEWART PRESS, Chicago.

CATALOGUES printed in large quantities.
Write STEWART PRESS, Chicago.

PRINTERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO., 15 Vandewater St., New York.**

FOR PRINTERS—Lithographed blanks on which many jobs of printing may be worked, producing handsome results at low cost. Send stamp for samples. KING, 108 William St., New York.

ADVERTISING MEDIA

10 CENTS per line for advertising in THE JUNIOR, Bethlehem, Pa.

TRIAL inch ad, 6 mos., 50c.; 20 words, 25c.; 12,000.
INLAND REVIEW, Akron, Ohio.

25 CENTS for 30 words 5 days. **ENTERPRISE,**
Brockton, Mass. Circulation, July, 9,000.

ADVERTISER'S GUIDE, New Market, N. J. A postal card request will bring sample copy.

ANY person advertising in PRINTERS' INK to the amount of \$16 or more is entitled to receive the paper for one year.

POULTRY NEWS, 25c. year; ad rate, 70 cents an inch display. Circulation, 3,000 monthly.
WILLIAMS & METLAR, New Brunswick, N. J.

THE BADGER, 300 Montgomery Bldg., Milwaukee, Wis., a family monthly, circulation general, 60,000 copies, rate 30 cents a line. Form close the 3rd. Ask your agency about it.

TOWN TALK, Ashland, Oregon, has a guaranteed circulation of 2,500 copies each issue. Both other Ashland papers are rated at less than 1,000 by the American Newspaper Directory.

ONLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania.
UNION PRINTING CO., 15 Vandewater St., N. Y.

\$10 WILL pay for a five-line advertisement four weeks in 100 Illinois or Wisconsin weekly newspapers. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York. Catalogue on application. 100,000 circulation weekly.

100,000 GUARANTEED circulation, 3 cents a line. That's what the **PATHFINDER** offers the advertiser every month. Patronized by all leading mail-order firms. If you are advertising and do not know of the **PATHFINDER**, you are missing something good. Ask for sample and rates. **THE PATHFINDER**, Washington, D. C.

ADVERTISEMENTS—Northfield is one of Vermont's growing towns. Real estate has advanced 50 per cent in five years. Best black slate quarries, granite and lumber manufacturing. **NORTFIELD NEWS** covers a rich section which cannot be successfully reached by advertisers in other mediums. No edition in six years less than 2,000 copies. Ask for further information. **NEWS, Northfield, Vt.**

ADVERTISEMENT CONSTRUCTORS.

BANK ADVERTISING written and planned
WM. E. SCARLETT, Merchantville, N. J.

BENJAMIN SHERBOW, 3148 Euclid Avenue
Philadelphia. The making of the better
sort of Business Literature exclusively.

HENRY FERRIS, his mark
918-920 Drexel Building, Philadelphia.
Newspaper, magazine and trade paper ads.

A DVERTISEMENTS and cuts, new daily. Retailers and bankers should use the best. Moderate prices. ART LEAGUE, New York.

I WRITE ads that sell the goods—so patron
I say. That's the kind you want, the only kind
you can afford to buy. Send particulars. E. L.
REID, Attica, Ind.

"JACK THE JINGLER'S" best of fads
is writing rhyming business ads,
Of pith and point, for every use.
His New York address is 10 Spruce.

MAIL-ORDER ADV'G written and planned.
EUGENE KATZ, Boyce Bldg., Chicago.

I WRITE ads for busy men, big and little ads
Have satisfied my clients—can satisfy you.
WILLARD K. CLEMENT,
Evansville, Ind.

MIGHT let me send you some samples and so forth. What I have done for others might suggest what I could do for you. Give me something to figure on. JED SCARBORO, 557a Halsey St., Brooklyn, N. Y.

TRADE winning booklets, catalogues, mailing cards, prospectuses, form letters, etc., written, illustrated, printed. Write for free booklet "How We Help Advertisers." **SNYDER, JOHN SON & HINDMAN, 904 Tribune Bldg., Chicago.**

PERHAPS you have a really good advertising idea, but you can't put it into the most effective shape! If so, I believe that RALPH SULLIVAN, Advertisement Writer and Engineer of Business Getting Campaigns, 25 East 14th St., New York City, can help you. He has helped others.

P PERSISTENT PUBLICITY,
PROPERLY PREPARED,
PROVES PROFITABLE.
POSTAL PROCURES PARTICULARS.
PERKINS,
357 Atlantic Ave., Boston, Mass.
Send for free illustrated monthly calendar.

I LOOK for clients about half way between the "PLODDER" and the "PLUNGER." There's a "heap" of enterprising people in that "gap," who know a good thing "when they see IT," and such often write to ask if I can help them "see IT." Why not YOU—sometimes! Of course, no now—you're far too busy, but some time—
No. 1-K. FRANCIS I. MAULK. See below.

I AM holding and increasing my clientele. The reason is that I am writing constructive instead of destructive advertising. People prefer and respond to advertising that respects their intelligence. That's the only kind I have time or inclination to write. If you agree with me, it's worth while for us to correspond. C. D. STONE, 3 Beacon street, Boston, Mass.

YOUR WINTER ADVERTISING.
The success of your fall and winter campaign depends to a great extent on the way it is handled and the copy that is used. I have been very successful in carrying out advertising campaigns, preparing copy and attending to all the details, and can make you a success. Let me hear from you—I can only take a few more clients. My terms are low.

CHARLES L. WOOD, Malvern, Pa.

EB-EB-EB-EB-EB-EB-EB-EB-EB-EB
THERE IS JUST AS MUCH CHARACTER
in advertising as in personality.
Its evidence or absence sticks out—you
cannot hide it.
What do people think about your ad-
vertising? What do you think about it
yourself?
I send samples of good advertising on
just one condition—that they are not re-
quested out of mere curiosity.

EDMUND BARTLETT, Adv. Specialist,
American Tract Building, New York.

~~ED-ED-ED-ED-ED-ED-ED-ED-ED-ED-E~~

YOUR ACTUAL TARGET.
You need not give a thought to the man who already knows you and your goods. Your advertising should be aimed exclusively at the vast army of those who so far know nothing of you and it is to this army that you must offer possibilities to that mass of hitherto indifference. In these days of keen and clever competition strangers always take your business measure with what you send them—DON'T FORGET THAT!—and they will not "forget" that! I build on anti-torpid trends.

Catalogues, Booklets, Price Lists, Folder Circulars, Mailing Cards and Slips, Newspa-

Upon receipt of letters suggestive of new business I gladly send by mail samples of my "doings," which sometimes create a desire for like "things" in the bosom of my correspondents—that's why I send them. No postal card please.

FRANCIS I. MAULE,
No. 17, 408 Sanson St., Philadelphia, Pa.



South Bend, Ind., Sept. 16, 1903.
 Managing Editor Printers' Ink,
 10 Spruce St., New York, N. Y.

My Dear Sir:

The 'Roll of Honor' to me, like your excellent publication 'Printers' Ink,' has always been a welcome guide. I never fail to read 'Printers' Ink' from beginning to end and have always found it instructive and pleasing; and now that you have added the 'Roll of Honor' to it, it is of still more special interest from an advertiser's standpoint. Intelligent, honest publishers will doubtless aspire to be properly recorded in your 'Roll of Honor,' and I predict for it a high estimate in the mind of the advertiser, and believe that he will be largely influenced and guided by the statements that you make from time to time.

Yours truly,

Chairman Advertising Com.

EVERYBODY'S OPINION.

The Ridgeway-Thayer Co., Publishers,
Union Square, 31 East 17th St.,
New York.

Editor of PRINTERS' INK:

In your last issue I read with interest the "frank expression" from an editor in Nebraska, in which he stated that he did not believe that PRINTERS' INK had improved during the past two years. Notwithstanding this "frank expression," I hope you will continue your good work. I always look through PRINTERS' INK with interest; and there isn't an advertising man on the face of the earth who would not be benefited by studying and either following or not following some of the methods of advertising that are promulgated by the various writers.

Very truly yours,
JOHN ADAMS THAYER.

BUSINESS success, like success in battle, often turns on one or two rapid movements. There are lucky moments for every business, at which times a prompt and vigorous advertising campaign will turn the tide of trade and win the day.—Jed Scarboro.

Displayed Advertisements.

30 cents a line; \$45 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

CANADA.

CANADIAN ADVERTISING is best done by THE DESBAILLATS ADVERTISING AG'Y, Montreal.

New Headquarters

The Associated Billposters and Distributors of the United States and Canada, with representation in over 2,000 towns and cities, occupies office in 1514 Tribune Bldg., Chicago, Ill. CHAS. BERNARD, Secretary.



Ripans Tablets are the best dyspepsia medicine ever made. A hundred millions of them have been sold in the United States in a single year. Constipation, heartburn, sick headache, dizziness, bad breath, sore throat and every illness arising from a disordered stomach are relieved or cured by Ripans Tablets. (One will generally give relief within twenty minutes. The five cent package is enough for ordinary occasions. All druggists sell them.)

New York Dramatic Mirror

181 W. 42d St., N. Y. Established 1879.
Largest circulation of any American Dramatic paper. 25 years established pre eminence. 1,000 American correspondents. Published weekly. Sold at all newsstands. Commercial ads. per agate line: 15c. single, 17c. thirteen, 14c. twenty-six, 13c. fifty two insertions. Sample copies free.

If you believe your advertising could be made to bring better returns you're the party we're looking for.

Marsh Advertising Agency,
New York Life Building, Chicago

TO THE
RICHMOND
TIMES-DISPATCH

The American Newspaper Directory for 1903 gives a higher circulation rating than is accorded to any other
DAILY PRINTED IN VIRGINIA

ADVERTISE IN HONOLULU

I have a complete organization and equipment whereby advertisers can reach the homes and offices of all classes in Hawaii and neighboring islands. First-class service, very low rates. Address

L. F. STERNEMANN,
P. O. Box 485, Honolulu, I. H.

IN EL PASO, TEXAS.

In the latest issue of the American Newspaper Directory the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the Herald rating, but it has recently been made apparent that the Times rating is fraudulent.—PRINTERS' INK, July 22, 1903.

Special Notice.

MR. WALLACE BROOKMAN PFISTER has no connection with THE ALLIANCE PUBLISHING COMPANY after this date, or with the Advertising Department of our two publications THE ARENA and MIND.

All correspondence relating to Advertising and other business should be addressed to THE ALLIANCE PUBLISHING COMPANY, Windsor Arcade, 569 Fifth Avenue, New York City, N. Y.

C. B. PATTERSON, President.

CHARLES A. MONTGOMERY, General Manager.

New York, Sept. 15, 1903.

(Send for New Advertising Rate-cards, ready October 1st.)

The Most Popular Jewish Daily.

DAILY JEWISH HERALD

Established 1887.

Largest Circulation

Reaches more homes than any Jewish newspaper, therefore the BEST advertising medium.

The Volksadvocat Weekly.

The only weekly promoting light and knowledge among the Jews in America.

M. & G. MINTZ,

PROPRIETORS.

132 Canal St., New York.

TELEPHONE, 988 FRANKLIN.

Circulation Books Open for Inspection.

AGE AND GOOD WORKS

Before you were, some of these were; and after you, they will still be. NOW is your time to get their indorsed introduction in

Over 200,000 Religious Homes
by advertising in these

**8 BUSINESS
BRINGERS**

PUT THEM ON YOUR LIST.

PHILADELPHIA.	Age, Years.
The Sunday-School Times	44
The Presbyterian	72
The Lutheran Observer	76
The Christian Standard	55
The Baptist Commonwealth	22
The Episcopal Recorder	82
The Christian Instructor	59
The Lutheran	49

We Shall Be Pleased To Hear From You.

THE RELIGIOUS PRESS ASSOCIATION,
901-902 Witherspoon Bldg., Philad'a, Pa.

The Evening Journal

JERSEY CITY, N. J.

RECORD FOR 1903

of growth in:

SIZE FROM 10 to 14 pages.

ADVERTISING of 24 per cent.

CIRCULATION from 17,532 to 18,407.

THE ESTIMATION of its readers that it has grown in every quality that makes a paper valuable.

CONFIDENCE OF ADVERTISERS that it pays.

THE ONLY TWO (2) CENT PAPER
IN CITY OR COUNTY.

A HOME and not a
STREET Circulation.

In a Class By Itself.

That's the position occupied

BY

The German Daily Gazette

At least 50,000 Germans read it daily and read no other, because they cannot master the English language.

Advertising rates on application.

The Philadelphia
German Gazette,
924 Arch Street.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE, CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

A man from Saginaw sends in this Veeder Cyclometer advertisement, with the suggestion that this is an excellent opportunity "to show how much this ad could be improved by a strong and simple treatment." He also suggests that it would be well to "make a few remarks to the effect that we are getting altogether too many

vertisements, nor can they be too attractive and alluring.

As for working the earth, it is enough to say that the earth, like Father Time and a few other stock advertising features, is simply indispensable. These familiar things typify certain elements or qualities which the advertised articles possess, and the stronger and more



No 1

women, both robed and otherwise, in our advertising, and that the globe which we inhabit is also getting to be an advertising chestnut."

The advertisement marked No. 2 shows how this particular ad looks after receiving a Turkish bath and a new black and white suit.

As to the other suggestions of the man from Saginaw, it seems that they could only have emanated from a man whose physical or mental condition—or both—requires medical attention.

We cannot by any possibility have too many women in our ad-



No 2.

familiar the type, the more forcible the illustration.

It is more profitable to endeavor to make good things better than it is to refuse to have anything to do with them simply because they have gray in their hair.

THE George Ethridge Company has secured a renewal of the advertising contract for Kranich & Bach, manufacturers of the piano "in a class by itself." The Ethridge Company has been successful in conducting piano campaigns, one writer and artist making an exclusive specialty of this brand of work.

Largest Circulations.



AN EXAMINATION OF ROWELL'S AMERICAN NEWSPAPER DIRECTORY FOR 1908 REVEALS THE FACTS STATED BELOW.

NOTE.—Under this heading **PRINTERS' INK** will advertise a three-line paragraph relating to the appropriate paper, giving it one insertion for 60 cents—stamp in payment to accompany the order—or will continue it once a week for three months (thirteen weeks) for \$7.50, from which 5 per cent may be deducted for cash with order.

CALIFORNIA.

The *Daily Examiner* has a higher circulation rating than is accorded to any other paper in San Francisco or in the State of California.

The *Weekly Examiner* has a higher circulation rating than is accorded to any other weekly in San Francisco or in the State of California.

CONNECTICUT.

The *Evening Post* has a higher circulation rating than is accorded to any other paper in Bridgeport.

DISTRICT OF COLUMBIA.

The *Home Magazine* has a higher circulation rating than is accorded to any other publication issued in Washington, or in the District of Columbia.

The *National Tribune* has the highest circulation rating accorded any weekly in the District of Columbia.

GEORGIA.

The *Atlanta Journal* has the highest daily circulation rating south of Baltimore, St. Louis.

The *Daily Herald* has a higher circulation rating than is accorded to any other paper in Augusta.

ILLINOIS.

The *News* has a higher circulation rating than is accorded to any other daily in Champaign.

INDIANA.

The *Bulletin* has a higher circulation rating than is accorded to any other paper in Anderson.

The *Commercial* has a higher circulation rating than is accorded to any other weekly in Vincennes.

MASSACHUSETTS.

The *Daily Transcript* has a higher circulation rating than is accorded to any other paper in North Adams.

NEW JERSEY.

The *Advertiser's Guide*, Newmarket, is one of the only seven advertising publications that has credit for 5,000 copies. Sample free.

NEW YORK.

The *Evening Herald* has a higher circulation rating than is accorded to any other paper in Binghamton.

The *Sunday Courier* has a higher circulation rating than is accorded to any other Sunday paper in Buffalo.

The *Evening Star* has a higher circulation rating than is accorded to any other daily in Elmira.

The *Daily News* has a higher circulation rating than is accorded to any other paper in Ithaca.

The *News* has a circulation rating four times higher than is accorded to any other paper in Newburgh.

The *Schenectady Gazette* has a higher circulation rating than is accorded to any other paper in Schenectady.

NORTH CAROLINA.

The *Daily Observer* has a higher circulation rating than is accorded to any other paper in Charlotte or daily in the State of North Carolina.

OHIO.

The *Herald* has a higher circulation rating than is accorded to any other paper in Eaton.

The *Daily Vindicator* has a higher circulation rating than is accorded to any other paper in Youngstown.

PENNSYLVANIA.

The *Leader* has a higher circulation rating than is accorded to any other paper in Allentown.

The *Local News* has a higher circulation rating than is accorded to any other paper in West Chester.

TENNESSEE.

The *Commercial-Appeal* has a higher circulation rating than is accorded to any other daily in Memphis or in the State of Tennessee.

The *Weekly Commercial-Appeal* has a higher circulation rating than is accorded to any other paper in Memphis or in the State of Tennessee.

TEXAS.

In the latest issue of the *American Newspaper Directory* the circulations of the two daily papers of El Paso, Texas, are rated. No one doubts the accuracy of the *Herald* rating, but it has recently been made apparent that the *Times* rating is fraudulent.—**PRINTERS' INK**, July 2, 1908.

The *Tribune* has a higher circulation rating than is accorded to any other paper in Galveston.

The *Weekly Sentinel* has a higher circulation rating than is accorded to any other paper in Nacogdoches.

WASHINGTON.

The *Sunday Ledger* and the *Weekly Ledger* have higher circulation ratings than are accorded to any other papers in Tacoma.

WEST VIRGINIA.

The *Mail* has a higher circulation rating than is accorded to any other daily in Charleston.

MANITOBA.

In Manitoba and the Canadian Northwest the *Manitoba Free Press* and the *Free Press Evening News Bulletin* has a higher circulation rating than is accorded to all the other daily papers combined, and the *Weekly Free Press* has a higher circulation than is accorded to any other weekly.

NOVA SCOTIA.

The *Weekly News, Truro*, Nova Scotia, has a higher circulation rating than is accorded to any other paper in Nova Scotia.

ONTARIO.

The *Daily Free Press* has a higher circulation rating than is accorded to any other paper in London.

QUEBEC.

The *Family Herald* and *Weekly Star* has a higher circulation rating than is accorded to any other paper in Montreal.

THE most commonplace article has a side which no one has seen or talked about. It is the advertiser's business to discover the unknown sides of his wares and call attention to them in his advertisements.—*Jed Scarborough.*

MIGGINS—I wish all these country boarding houses would mention rates when they advertise.

Higgins—I didn't think you were interested. You told me you were going to keep your family at home this summer.

Miggins—Exactly; and I like to figure out just how much I'm saving.—*Philadelphia Press.*

"Back for Keeps"

Office of the HOLLEY STANDARD,
HOLLEY, N. Y., Sept. 17, 1903.

Printers Ink Jonson, New York, N. Y.:

DEAR SIR—Find inclosed check for \$5.00, for which please send by New York Central freight 100 lbs. of news ink. I want an ink that can be left on the rollers a reasonable length of time without hardening, as most of my work is very short runs. I am now using some ink (not yours) that can hardly be left on the press over night without becoming perfectly hard. I complained to the manufacturers and offered to pay transportation charges both ways to change it, but they replied that there couldn't be anything the matter with their ink, as thousands of customers were using it without complaint. I have been using your ink most of the time for a number of years, and bought this to oblige an acquaintance who was selling it. *I am ready now to go back for keeps to a money-back-if-it-don't-suit ink man. When your ink arrives shall celebrate by making a bonfire of the 75 lbs. or so of the other ink I still have on hand.*

Very truly yours,

C. C. HAYDEN, Publisher.

The small publishers throughout the country were at the mercy of the credit ink men for many years, being charged enormous prices for their ink, and if they dared to complain about the quality were told to buy elsewhere. I released them from their bondage when I entered the field by making my prices alike to all, and guaranteeing that if my goods were not up to the highest standard of excellence I would refund their money and reimburse them for all transportation charges. My story at first seemed to them like a fairy tale, so accustomed were they to being treated like slaves. I am rounding out my tenth year in the business and have a list of nearly eleven thousand satisfied customers who bought over one hundred thousand times. I play no favorites. If the cash does not accompany the order, I simply refuse to ship the goods.

Send for my new book giving useful hints for the pressroom.

ADDRESS:

PRINTERS INK JONSON,

17 SPRUCE ST., NEW YORK.

*This page is now
open for
contract.*



*The price is \$80 cash
per insertion.*



*It will not be sold
to a paper
merely because it has
the necessary cash—
but to a paper of
whose quality and
reputation
PRINTERS' INK
approves.*